



*apruve*

— 2022 —

B2B Comparison Guide:  
**B2B eCommerce Platforms  
for Distributors**





# 2022

## B2B Comparison Guide

# B2B eCommerce Platforms for Distributors

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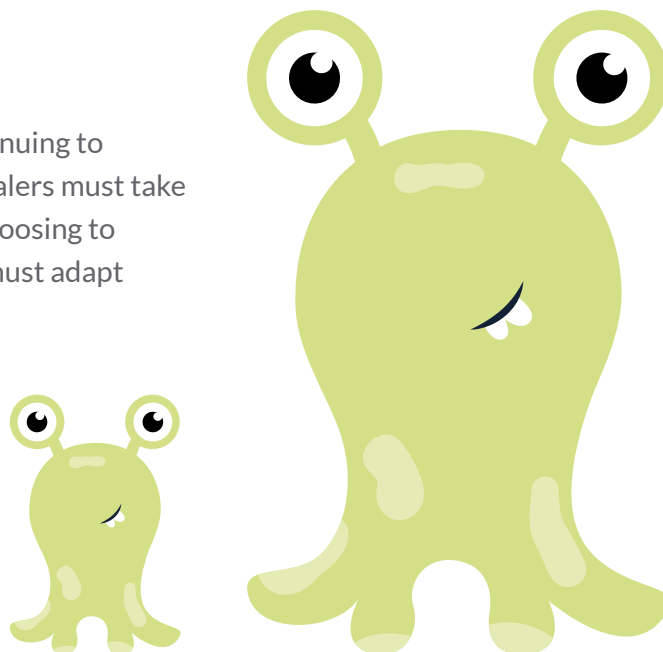
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With Business-to-Business (B2B) online sales continuing to skyrocket, manufacturers, distributors and wholesalers must take notice or risk being left behind. More buyers are choosing to purchase online and your business and processes must adapt accordingly.

Here at Apruve, our B2B credit network interacts with these various platforms on a daily basis. That's why we decided to highlight a few of our partners in hopes of sharing our knowledge of the B2B eCommerce landscape.

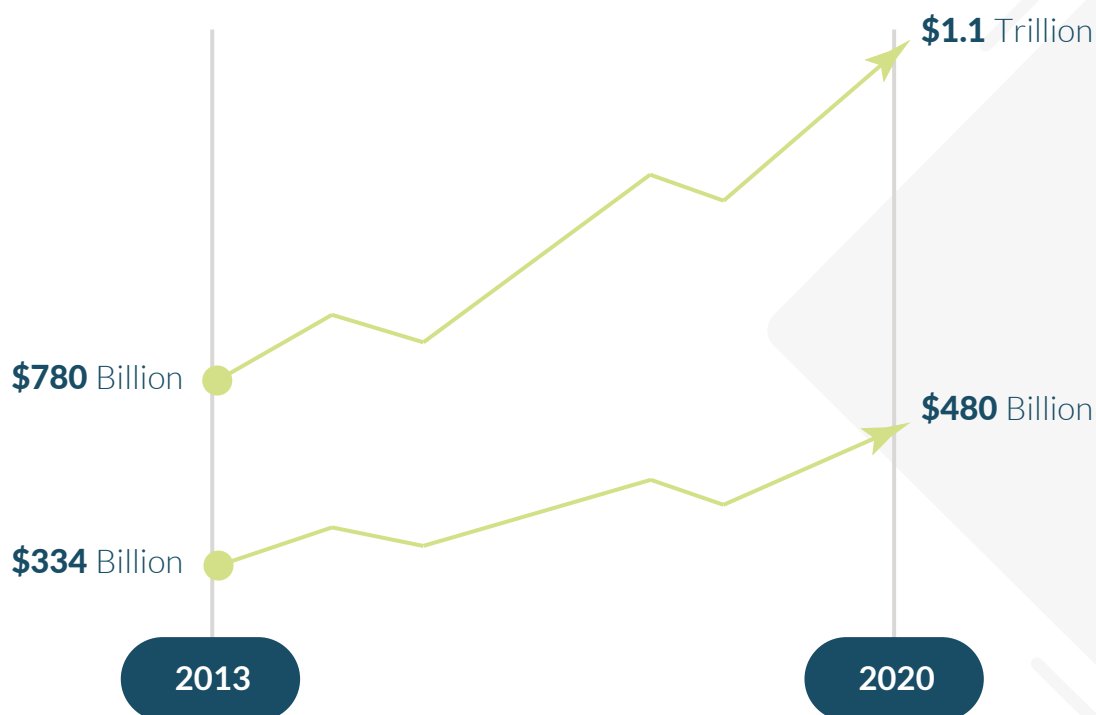
We hope you enjoy the white paper!

-Michael Noble, CEO, Apruve



**B2B is 2X the size of B2C**

**B2B eCommerce will top \$1.1 trillion and account for 12.1% of all B2B sales in the US by 2020.\***



\*<https://www.forrester.com/report/US+B2B+eCommerce+Forecast+2015+To+2020/-/E-RES115957>

Each business has its own set of priorities when building their online store. Knowing what you hope to achieve and creating a list of business and technology priorities will help in choosing the right platform for your business.



## Questions to Consider:

Does the platform offer responsive design or mobile functionality?

Which payment options are available/needed?

Is flexible pricing an option?

Are there SaaS options?

Is having a cloud-based solution important?

Is it necessary that my eCommerce platform integrate with my ERP/Accounting System?

Does the platform offer integrations with third-party applications?



# The Hot List

We realize that each company is looking for a different set of features for their online store, but there are a few items that no one should go without.

## Payment

Credit cards are the typical payment method for B2C customers, but the same cannot be said for B2B. Business buyers like to pay against a line of credit, cash on delivery, check and through a variety of currencies. Choose a platform that has the flexibility to adapt to your customers needs by presenting them with payment options they require. If you're going to make your customers fax over their credit application, you're defeating the entire purpose of moving your sales channel online.

## Mobile-Friendly

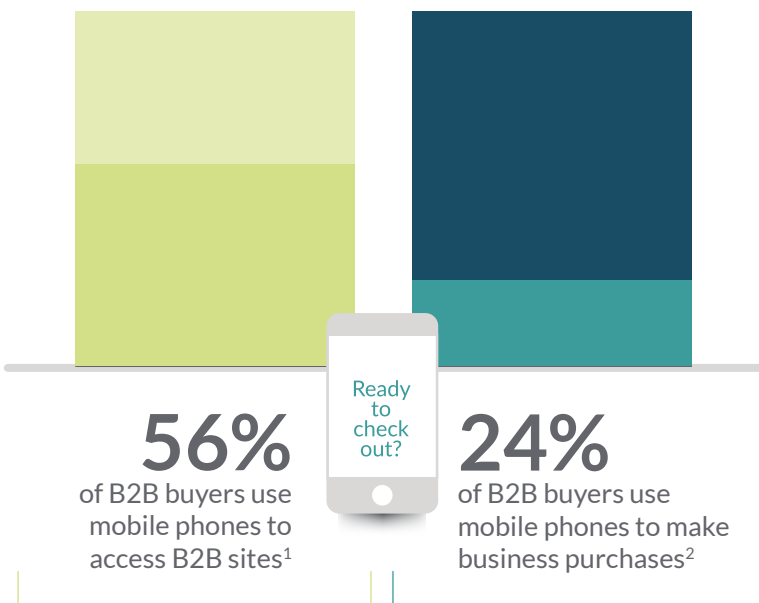
With mobile on the rise as the quickest growing device for placing orders, it is an obvious feature that should not go unnoticed. Mobile hasn't always been as friendly for making purchases, let alone for viewing websites. Ensuring that customers have no reason to abandon their carts will increase sales and incrementally grow your business. It is imperative to have a mobile-friendly site and experience; Google punishes company site rankings that do not have a fully responsive website.

## Open-API

Online B2B merchants have varying needs, and not every eCommerce platform will fit them perfectly. Third party applications can often fill in the gaps for various aspects of your online store, like tax calculation, credit management, fraud prevention or shipping calculations. Look for platforms that have an open Application Program Interface (API). API's allow different applications to work together or interact within your eCommerce platform. If your Enterprise Resource Planning (ERP) or Content Management System (CMS) does not talk to your eCommerce platform, orders and customers will be a hassle to track down and keep organized. Choosing a platform with a robust and open framework will make your life easier as you grow and expand your online strategy.

## Scalability

The B2B buying process is extremely complex and creating an order can be manual and tedious. As your eCommerce revenues grow, so does the labor hours that maintain great customer service. Working with an eCommerce platform capable of streamlining these back office processes as you grow will inevitably save time and money. Try to look past initial company needs and visualize the future growth potential and the features you will be need for long-term success. Do those features include a growing product portfolio that incurs higher site traffic? Or perhaps advanced reporting, and a customer service feature?



Source:

- <https://www.internetretailer.com/2015/01/29/b2b-buyers-demand-mobile-optimized-content>
- <http://www.marketingprofs.com/charts/2014/26233/the-purchasing-behavior-of-b2b-buyers>

## Breakdown of Platforms

We have compiled a list of B2B Commerce platforms to give better insight into what sets each apart. You will find platform specific features, benefits, and the best company fit for each solution.

*(Listed in alphabetical order)*



### CIMM2

*As an all-in-one eCommerce solution, CIMM2 is the right fit and price point for customers looking for less third-party integrations and faster implementation times.*

Designed specifically for the B2B market, CIMM2 is a flexible, secure and cost-effective way to compete in the online marketplace. The cloud-based digital commerce platform works in conjunction with what is called a “cross-platform broker,” developed specifically for CIMM2. This custom piece of software makes it possible for CIMM2 to integrate with nearly every ERP system out there. ERPs CIMM2 already integrates with include Epicor Eclipse, P21, Infor SX.e, JD Edwards and more.

CIMM2 boasts five key features to create the ideal eCommerce solution for B2B business needs. PIM, search, commerce, integrations, and personalization bring this platform to a higher level for customer success. They also offer a strong content management system (CMS) which allows for easy changes and updates, and personalization features like product recommendations for customers.

#### IDEAL CUSTOMER:

**SMB Wholesalers, Distributors,  
and Manufacturers in B2B**

#### CUSTOMERS TO MENTION:

**SupplyForce, Werner Electric,  
Etna Supply, Van Meter**

[unilogcorp.com/e-commerce](http://unilogcorp.com/e-commerce)



## CLARITY VENTURES

*As a highly scalable and modular platform, Clarity Ventures is programmed for companies to grow while only paying for what they need, which gives you unlimited SKUs, categories, attributes, with no annual or per transaction fees.*

### IDEAL CUSTOMER:

*Mid to Enterprise, and SMBs with an investment in back-office technology (ERP, CRM, etc.)*

### CUSTOMERS TO MENTION:

*New Horizon's  
Computer Learning Center,  
FMC, Orgil*

[www.clarity-ventures.com](http://www.clarity-ventures.com)

Clarity Ventures is not just an eCommerce platform, they take components of every facet of a successful online store and offer it to their customer as a modular solution. Pick and choose from web design, custom development, business integration, eCommerce and several marketing solutions. Clarity eCommerce™ can also be integrated directly with your ERP and CRM systems for maximum automation and data continuity. The flexible and extensible .NET framework allows the platform to grow with you and your customers.

Designed for B2B, but able to handle B2C customers, Clarity clients have diverse needs with one thing in common: accessible eCommerce solutions that drive results. Our proven workflow engine brings users to your eCommerce website via savvy marketing tools and ensures a seamless customer experience, from navigating your product catalog to purchase all the way through shipment.

## CLOUDCRAZE

*CloudCraze delivers flexible, robust commerce native on Salesforce. With CloudCraze, businesses generate online revenue fast, easily scale for growth and stay 100% connected with customers.*

Entirely B2B focused, CloudCraze embodies a cloud-first strategy in a completely cloud-based architecture. Their deep knowledge of B2B Commerce, which spans several industries, has created unparalleled time to market. CloudCraze customers require a solution that supports the complexities of a "go-to-market" strategy and sell specific to B2B companies.

Built on Salesforce's AppCloud, formerly known as Force.com, many of our customers have committed to Salesforce in transforming their front office. Adding commerce concludes the transformation, using one common technology and customer record. The entire CloudCraze team is a group of experts and veterans leading SIs and Commerce software vendors.



### IDEAL CUSTOMER:

*\$200M+ in Revenue  
Manufacturing & Distribution*

### CUSTOMERS TO MENTION:

*AB-InBev, Coca-Cola, Axalta,  
Ecolab, Kellogg's Bear Naked, Avid,  
Repsol, Wabco, Adidas Group,  
Johnson Controls & Land O'Lakes*

[www.cloudcraze.com](http://www.cloudcraze.com)



#### IDEAL CUSTOMER:

**\$20M to \$1B in Revenue**  
**US, Latin America, Europe**

#### CUSTOMERS TO MENTION:

**Merck Animal Health, LORD, PARI,**  
**Bell & Howell, Biolab, Hu-Friedy,**  
**3A Composites, Drive Medical,**  
**Blount, TNG Worldwide**

[www.corevist.com](http://www.corevist.com)

## COREVIST

*Corevist boasts as being one of the fastest and most affordable ways to launch an eCommerce site. Using two-way, real-time data directly from your SAP system, Corevist client's are able to start taking online orders within 90 days from the project kick-off date.*

As a SAP integrated platform, Corevist completes 80% of an install during their on-site, 2-day kick-off meeting. The quick implementation takes place after all contracts have been signed. Once Corevist has gained VPN (Virtual Private Network) access, the client can start processing web orders within 48 hours. In addition to their speedy install, they also offer affordable pricing. The core of their product stems from the idea that SAP B2B eCommerce projects shouldn't require Fortune 500 budgets with 18+ months to complete, and they are bucking that trend and offering a competitive solution.

With a go-live date of 90 days, Corevist continues to stick by the client's side well after the implementation is complete. The cloud-based business model was specifically designed to adapt and change as your SAP solution matures and your business evolves.

## HANDSHAKE

*Handshake is the mobile sales and B2B eCommerce platform that helps manufacturers and distributors grow.*

Recognizing that every manufacturer and distributor is unique, Handshake is customized to support how each customer does business. Customers can run their promotions, automate their business processes, and make the right data accessible at the right time for customers and sales reps. By making it easier for manufacturers and distributors to do business with their customers, they grow revenue, reduce costs, and become the company their customers love to order from.

Handshake has a solution for all business needs. They offer mobile order writing, eliminating data entry with unnecessary paper, accelerating cash flow and increasing inventory turns. The B2B eCommerce portal gives customers 24/7 access and buying power at their convenience. The Web Order Management component receives all inbound orders directly from the field, giving full access to review, modify, and confirm orders for immediate processing. Complete order writing functionality on your PC or Mac and seamlessly export your orders to your ERP system.



#### IDEAL CUSTOMER:

**Medium to Enterprise**  
**Manufacturing & Distribution**

#### CUSTOMERS TO MENTION:

**Bugaboo, Roland, Peavey,**  
**Silhouette, Vega, Starkey, CooG**  
**per-Booth Wholesale**

[www.handshake.com](http://www.handshake.com)





## IBM COMMERCE

*IBM is one of few platforms that supports both B2B and B2C commerce in the same instance, providing out of the box support for B2B2B and B2B2C business models.*

With an extensive set of site-level, category-level, and product-level features you can customize the look and feel of your storefront while giving shoppers the personalized experience they expect with browsing, search, marketing and promotions. IBM Commerce speeds time to market and simplifies implementation of your storefront with the latest online store features and best practices for both B2C and B2B scenarios.

IBM's platform enables business users to manage the customer experience with the ability to create and modify store page layouts and content with reduced dependency on IT. Business users can create and modify pages by assigning functions to pages through reusable widgets accessible in a widget library. IBM Commerce is available in on-premise and SaaS options.

IDEAL CUSTOMER:  
**\$50M to \$5B Enterprise**

CUSTOMERS TO MENTION:  
**Staples, MSC Industrial,  
Advance Auto**

[www.ibm.com/watson](http://www.ibm.com/watson)

## INSITE SOFTWARE

*The InsiteCommerce platform was built to be scalable, with deep integration capabilities to ensure ERP, CRM, PIM and other critical third-party system data and rules are reflected within the eCommerce website. These integrations unify your online and offline channels.*

By connecting online and offline experiences, Insite has a main goal to drive more and better business outcomes with your customers through the robust eCommerce platform built for business-to-business (B2B) and direct-to-consumer channels. The customer, dealer, distributor, etc. is able to see both their online and offline orders in one place. Manage orders and budgets, all while seeing pricing and available promotions through an online experience tailored to the way the customer already does business.

InsiteCommerce allows you to easily manage all the information on your website using a familiar consumer-style user interface design. Quickly and easily update copy, add or delete products, create promotions, or make other intricate changes to your site without HTML knowledge.



IDEAL CUSTOMER:  
**\$100M+**  
**Mid-Market to Enterprise  
Manufacturing & Distribution**

CUSTOMERS TO MENTION:  
**Brady, Thule, Royal Canin,  
Honeywell, Ameripride,  
Berkshire Hathaway**

[www.insitesoft.com](http://www.insitesoft.com)



## ORDERCLOUD.IO

*As a 100% cloud-based platform, OrderCloud.io was created for B2B. Sellers create a completely custom solution by utilizing an API-centric approach, providing speed to the market, and flexibility to create custom admin and user interfaces that are optimized around your unique needs.*

### IDEAL CUSTOMER:

**\$20M in Revenue**  
**Small to Mid-Sized Businesses**

### CUSTOMERS TO MENTION:

**Burrough's Payment Systems,**  
**Entrust Datacard, Papa John's,**  
**Prograde & Support One,**  
**CG Incentives**

[www.ordercloud.io](http://www.ordercloud.io)

OrderCloud.io supports all eCommerce and order management needs. The flexible data model is optimized for managing complex B2B challenges, but also inherently supports common B2C and B2B2C applications. With a multitude of management features, OrderCloud.io brings a full range of tools for Order Management, Product Catalog Management, Buyer-Seller Organizations, Order Customization, and Integrations.

OrderCloud.io is built with developers in mind. OrderCloud.io hosts tools to make development on OrderCloud.io easy for developers, such as multiple SDKs to develop in their language of choice, pre-built components to leverage common B2B functionalities, and extended properties so customers can extend the data model to have the data points they require.

## OROCOMMERCE

*This platform is built specifically for selling online in the B2B marketplace. The flexibility to service any business workflow from a self-service model where almost no interaction is needed to a hands-on model that allows the buyer and seller to continue their working relationship.*

As an open-source eCommerce platform, OroCommerce is able to manage corporate accounts, multiple catalogs, streamline buyer-seller negotiations, maintain multiple price lists, and secure permissions and access controls. To create a completely full-service approach, we have a complimentary CRM product called OroCRM. The CRM integrates seamlessly with the OroCommerce platform and gives businesses a tool they can use immediately.

OroCommerce can be customized and extended to fit any B2B commerce need. Designed to easily integrate with existing systems, such as ERP, CRM, order management, and Product Information Management (PIM) tools, it allows for streamlined business operations and a better customer experience. This combination drives significantly lower total cost of ownership and decreases time to market, allowing companies to compete and win in this high-value market.



### IDEAL CUSTOMER:

**\$20M to \$1B in Revenue**  
**Mid-Market to Large Enterprise**

### CUSTOMERS TO MENTION:

**Samuel Hubbard,**  
**Aldo, Re-Commerce,**  
**ORAPI, Arc International**

[www.oroocommerce.com](http://www.oroocommerce.com)



## SANA COMMERCE

*Sana Commerce integrates with Microsoft Dynamics and SAP ERPs, leveraging the data and business logic configured in these systems to power your eCommerce site. Sana Commerce eCommerce sites operate from a single database in real time, no data replication or synchronization required.*

Sana Commerce is a certified partner of Microsoft and SAP, offering an abundance of features tailored to B2B buyers with support for B2C shoppers as well. With Sana, you can offer your clients a tailor-made web store personalized based on ERP data that they can use to place orders, track shipments, pay invoices, process returns and review past purchases anytime, anywhere on any device. Smarter sales are achieved through related products and inventory insights, ensuring out-of-stock items are never an issue. And because orders placed online are instantly available in the ERP system for fulfillment, you can also shorten your turnaround times.

In addition to ERP integration, Sana has a native content management system for managing the look and feel of the web store. It's also possible to adapt Sana Commerce to any business model thanks to the company's relationships with third-party solutions including PIM systems, CPQ, shipping and tax providers, and payment gateways.

### IDEAL CUSTOMER:

*Mid-Market distributors, manuG  
facturers, wholesalers and retailers  
with an investment in a Microsoft  
Dynamics or SAP ERP System.*

### CUSTOMERS TO MENTION:

*Stone Brewing, Canadian Tire,  
Labelmaster, aden + anais*

[www.sana-commerce.com](http://www.sana-commerce.com)

## ZOEY

Zoey is an ecommerce platform that pairs the power and flexibility of open source with the ease of use of SaaS to give merchants the best of both worlds.

Zoey brings the world's first drag and drop editor for ecommerce sites. The ease of being able to put together an online store without needing a dedicated developer is truly a tool for the masses. With an assortment of themes available, companies can focus on building their business rather than their online presence. Zoey brings a full arsenal of tools to create a stunning site that is automatically responsive.

Customers choose Zoey when they have outgrown their entry-level SaaS platform but don't want the headache of a complex open-source build. Zoey allows customers to maintain the power they're used to, while also removing the complexity and expense that's holding them down from hosting, software updates and security patches. With an abundance of languages and currencies available, Zoey's multi-lingual and multi-currency capabilities set it apart from other SaaS platforms.



### IDEAL CUSTOMER:

*\$250K to \$5M in  
Annual Online Revenue*

### CUSTOMERS TO MENTION:

*Rotary International,  
Franco Florenzi,  
Le Pain Quotidien,  
Salt House Market*

[www.zoey.com](http://www.zoey.com)

# B2B eCommerce Platform Comparison Chart

	CIMM2	Clarity Ventures	CloudCraze	Corevist	Handshake	IBM WebSphere	Insite	OrderCloud	OroCommerce	Sana Commerce	Zoey
B2B Friendly	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
B2C Friendly		✓				✓	✓	✓	✓	✓	✓
Open Source								✓	✓		✓
Open API		✓	✓		✓		✓	✓	✓		✓
Cloud based	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓
Developer Tools		✓			✓		✓	✓	✓	✓	✓
Built-in Credit Management											
Content Management System	✓		✓		✓		✓		✓	✓	✓
Customer Size	SMB Marketplace	Mid to Enterprise	\$200M Revenue	\$20M-\$1B Revenue	Mid to Enterprise	\$50M-\$5B Revenue	\$100M + Revenue	\$20M + Revenue	\$20M-1B Revenue	Mid Market	\$250k-\$5M Revenue
Mobile Ready	✓	✓	✓	✓	✓		✓	✓		✓	✓
Scalable	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓



## Conclusion

B2B commerce platforms are not a one-size fits all solution. Each platform offers a specified set of features and benefits unique to individual industries and company size. Create more than just a platform; make it a streamlined sales and marketing channel that works for you.



## About Apruve

Apruve is a B2B credit network that connects business buyers, their suppliers, and third-party banks to drive B2B sales through easy, risk-free lines of credit. Apruve integrates directly into online stores or ERPs to manage credit programs for suppliers with and without eCommerce. To learn more about how Apruve can grow your business, visit [www.Apruve.com](http://www.Apruve.com).

Contact us today to learn more.

Call us 844-4-Apruve // Email us [hello@apruve.com](mailto:hello@apruve.com)