

Recipe for B2B eCommerce Success

13 KEY INGREDIENTS





So, you're considering implementing a B2B eCommerce site. It can be intimidating for sure and there are a lot of moving parts, but if you plan the project well it can be a straightforward process. While the project may not be a piece of cake, we've found that breaking it down into a few crucial ingredients is a great way to whip up a successful B2B eCommerce site. Here are our 13 ingredients for B2B eCommerce success.

1. ESTABLISH A PROJECT CHAMPION

The first ingredient you need for a successful Magento B2B site is a project champion. A B2B eCommerce project will touch almost every part of the organization: sales and marketing, operations, finance, and, especially, IT. Just as a kitchen has a head chef with sous chefs helping along the way, your project needs a dedicated leader. There needs to be a champion for the B2B site within the organization to drive the project forward. This designated project leader will ensure that the platform is nurtured and continues to grow once it has been launched.

KEY SKILLS

Communication

Problem solving

Relationship building

Project management

Sales

Technology

Ideal Candidate

The role of project leader and, eventually, B2B eCommerce champion, requires someone experienced in conventional sales strategies as well as digital tools, social marketing strategies, and leveraging those skills in a B2B environment. No one can do this job successfully without a background in technology and, ideally, marketing communications and marketing technology.

Some of these key traits will depend on your goals for the Magento B2B site. Is this site going to be an automated inside sales rep? If that's the case, you'll want someone who is focused on efficiency and operations. If you're using your Magento B2B site to grow new business, you'll want the candidate to be marketing focused.

Perhaps most importantly, an eCommerce Manager must be an effective leader who can create relationships with other departments in your organization. Throughout the implementation and post-launch, the project team will need support from marketing, sales, finance, operations, and especially IT. Your eCommerce Manager should be a savvy negotiator who can garner support from the other departments, which will ensure the success of both the initial implementation and the entire B2B eCommerce initiative.

As our team is fond of saying, “There can only be one number one priority.” If your team does not have someone whose number one priority is the site, then no one’s number one priority is the site. Without constant attention and dedication, your B2B eCommerce site will fail.

2. IDENTIFY PROJECT PRIORITIES

INGREDIENTS

- EGGS
- MILK
- SUGAR
- FLOUR

You wouldn’t start baking before assessing the required ingredients, and you shouldn’t undertake a B2B eCommerce project without knowing why. Before we get too far in your planning, let’s take a look at why you’re building this Magento B2B site in the first place. Identifying your priorities is a crucial step and will help keep things on track as development advances. We typically see the following three things when our clients are identifying their priorities:

Increase revenue

Decrease cost

Increase customer satisfaction



While each of these three things is important, one has to be the number one priority. This will help you focus your project. For example, if your main objective is to increase revenue, you'll want to hone in on the marketing capabilities and campaigns of your new site. If you wanted to decrease costs, then automation through integration with your back-end system will be the project focus. And, if customer satisfaction is your top priority, then the user interface and customer experience will be of the utmost importance.

Again, all of these are important, but you'll need to pick one as the top priority. Most B2B clients we work with focus on decreasing costs through integration and automation.

Client Examples

We had two separate customers that are great examples of how to identify your number one project priority. The first, a distributor of accessories for emergency medical equipment, wanted to focus on customer satisfaction for their B2B eCommerce site. How did they determine that was their top priority? They listened to their customers.

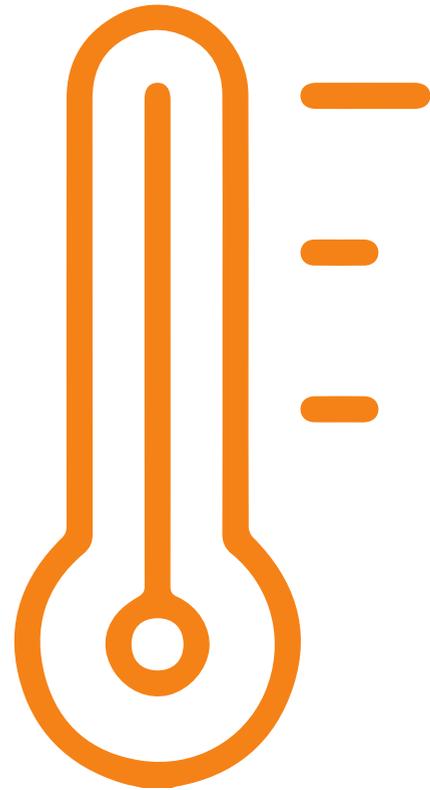


This client was hearing things like “I wish it was easier to do business with you,” and “Your website is hard to use,” from their customers. So, they adjusted their site accordingly and are now bringing in over \$1 million a month online.

Similarly, we had an international client who was having ordering issues with their sales staff. This company works in the beef and dairy cattle reproductive industry and has customers in countries all over the world. Their customers used to order over the phone from a member of the sales staff, but things like language barriers and human error lead to order inaccuracy and frustration among the sales team. By focusing on integration and automation, this client was able to reduce order errors and returns, which led to a significant increase in revenue and sales efficiency.

Alternatively, we had another client who didn’t listen to their customers or sales team when identifying their top priorities for their B2B eCommerce site. This client, a manufacturer and distributor of emergency services supplies, focused on their own needs before their customers, which resulted in an issue with shipping prices. There is no transparency into shipping costs online, which made their customers unwilling to buy from their new B2B site. Because of this, they had a beautifully integrated B2B site that customers weren’t using, leading to a significant decrease in revenue.

So, when it comes to identifying your priorities for your B2B eCommerce site, keep in mind what will make the user experience more enjoyable for your customers and/or sales team.



3. DEFINE SUCCESS METRICS

You can follow a recipe exactly, but if you don't have the oven set to the right temperature then your dessert won't be edible. Just as preheating your oven is crucial to a finished baked good, how can you ensure that your B2B eCommerce site will come out well? How will you know if the finished product was worth all of this time and effort? First, you need to define your success metrics.

More often than not, your success metrics will be solid numbers and statistics that you can measure and identify once your site is live.



How to Determine Success Metrics

Success metrics (we're talking numbers) need to be based on the "why" behind your implementation. If your site's purpose is to increase revenue or decrease costs, then your success metrics will be measured in dollars. If customer experience is the goal, then maybe your metrics are something like fewer calls into a call center, or a shorter wait time to speak with a CSR.

One big goal we look at for B2B projects is rate of adoption. But how do you determine what those metrics are? Things like average order value, customer lifetime value, and the ability to cross- and upsell customers will help you determine your success metrics there.

Don't forget to look ahead when determining your success metrics. Sure, the first few quarters will be important, but don't be afraid to set success metrics for one, three, or even five years out.



4. CREATE A MARKETING STRATEGY

Before we get too far into the development of your new site, it's important to understand how you're going to attract customers to it. Any good recipe has a little bit of sugar, and your site will need something sweet to entice current and future buyers.

The good news is that establishing a solid platform to drive traffic to your B2B site is the first step in your marketing strategy. With your new site underway, your marketing efforts are off to a great start.

Much like the rest of this project, effective B2B marketing leans on tactics from B2C. We follow four components of B2B eCommerce marketing: driving traffic, making conversions, increasing the average order value, and developing customer lifetime value.



Driving Traffic

Driving traffic is all about getting people to a site using SEO, SEM, and inbound marketing. While site views in general are important, it is beneficial to consider the origin of each visit as well. Attracting the right kind of traffic is just as important as the volume of visitors.

A good way to get the right eyes on your site is to define your audience. Having a clearly defined target audience will help guide what forms of content and channels your team will utilize.

Conversion

The key to high conversion rates is a user experience that is catered to your target audience. By providing an elegant user experience, whether through incentives to buy or implementing an efficient purchasing process, customers must feel that they can trust a site and relate to the experience, which is the core of interactive marketing.

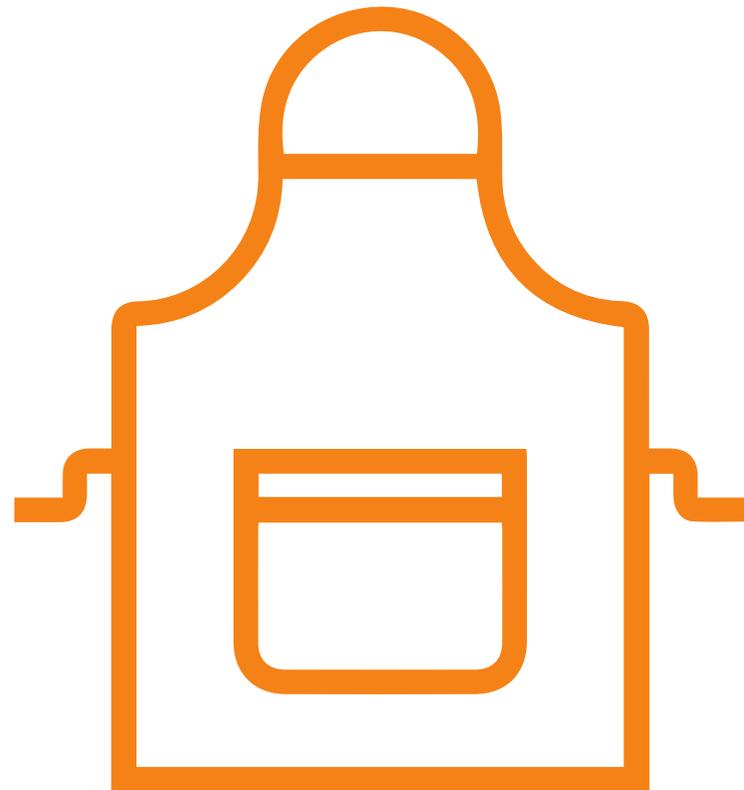


Average Order Value

Increasing the average order value depends on encouraging your customer to buy more. Whether it's suggesting complementary items, cross-selling, upselling, merchandising, or keeping track of customer trends, increasing the AOV comes down to outlining and executing a strategy.

Customer Lifetime Value

If a customer trusted you enough to give you their money once, how do you keep them coming back? Similarly to AOV, customer lifetime value is increased through strategy and creatively building on already established brand loyalty. Reward programs, email campaigns, members-only sales, and impactful (but not annoying) communication are all effective ways of building on customer loyalty.



5. ASSIGN TEAM ROLES

Remember when we talked about this project's head chef? Well, the sous chefs are an integral part of that kitchen's success. You can't have everyone cracking eggs and no one sifting dry ingredients; team roles need to be clearly assigned.

A B2B eCommerce project is a team effort that affects every department in your organization. It's certainly a collaborative project and will require clear definition of roles so that everyone involved can contribute effectively. It's important to clearly define the roles of your sales, marketing, and operations staff, and your external partners, particularly when it comes to when their contributions will be needed the most.

Sales Team

First things first with the sales team: you need to remind them that eCommerce is an asset, not a competitor. We've found that it's not uncommon for your established sales staff to feel threatened by the new eCommerce system; as if it is a replacement for their hard work instead of a valuable tool. Be sure to engage the sales team, get their input, and define the benefits of the new system.



Once the sales team is on board, they will be helpful during the implementation by weighing in on merchandising capabilities and user experience. After all, these people are on the front lines with your customers and know best what customers are looking for. Use that knowledge and experience to build a successful site.

Once the site has been implemented, the sales team will have a large role in the operations of the live site. A fully integrated B2B eCommerce site brings with it several new tools and strategies that can improve the lives of the sales team. Essentially, the eCommerce system can be leveraged as the Sales Force Automation (SFA) tool, making the sales team's job easier and allowing them to dedicate time to more complex and valuable efforts.

Marketing Team

While the marketing team won't be overly involved during the implementation, their preparation for using the new site should start before the site goes live. B2B eCommerce marketing has evolved to be more like B2C marketing, which can be a transition for those who have been in the B2B sphere for most of their career.



The marketing team will require training in B2C marketing techniques and how to apply tools like SEO, SEM, targeted ads, email marketing, and B2B outbound/inbound marketing strategies. Getting new customers to your site will be the main focus of the marketing team once your new B2B eCommerce site is live, so the sooner they can start preparing, the better.

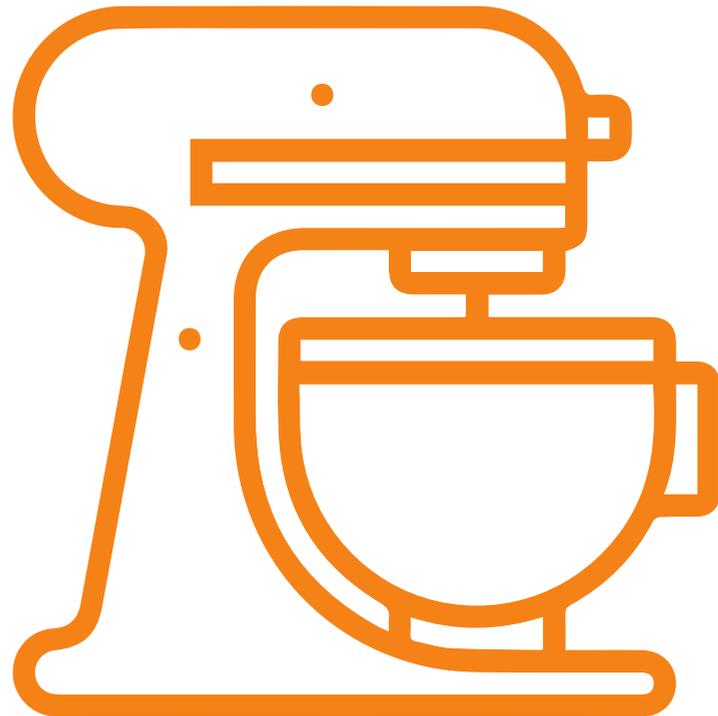
Operations/IT

The operations team will take an opposite involvement in the project to marketing in that they'll be heavily involved in the implementation but should (hopefully) level off once the site goes live. This team is crucial to making sure that order management is under control. Order processing, including pick, pack, and ship, is important to figure out early on to ensure that your new eCommerce system can work as well as possible. And, by figuring those details out during implementation, the processes should be set up to run effortlessly once the entire system is live.

External Partners

It may seem overwhelming to bring in third party teams, but the truth is that no eCommerce system will solve all of your issues and you might need to consult another source. When it comes to external teams it is tempting to go to one place for everything, when in reality you need to go to the right place for everything, even if that means multiple external teams.

Most partners, like most platforms, don't do all things well, but they will do a few things excellently. Work with those who do their job well. How can you tell? Ask for examples. Whether that's case studies or client testimonials, they should be able to prove that they know what they're doing. If there are applicable certifications that they should have, make sure they have earned those as well.



6. CHOOSE A PLATFORM

One key part of your B2B eCommerce project will be picking the right tool for the job. You wouldn't mix cake batter with tongs, right? So, you shouldn't use an ill-fitting platform for your B2B eCommerce site.

We'll admit that we're biased when it comes to platform choice. After years in this industry, we've worked with enough bad options to know the good ones when we see them. But, ultimately, it's the client's decision and we can only help you make the most educated choice that you can. So, here are your options:

ERP Extensions

At first glance, an ERP extension looks like a good option. You wouldn't have to bring in a new system and could continue to work with what you have. However, we have found that using an ERP extension does not necessarily improve customer satisfaction.



ERP extensions for B2B eCommerce are good for increasing efficiency, sure, but that's where the benefits end. An ERP extension is not cut out for the job of improving customer experience and increasing sales, which are typically goals of a B2B eCommerce site. Don't fall prey to the empty promises of an ERP extension.

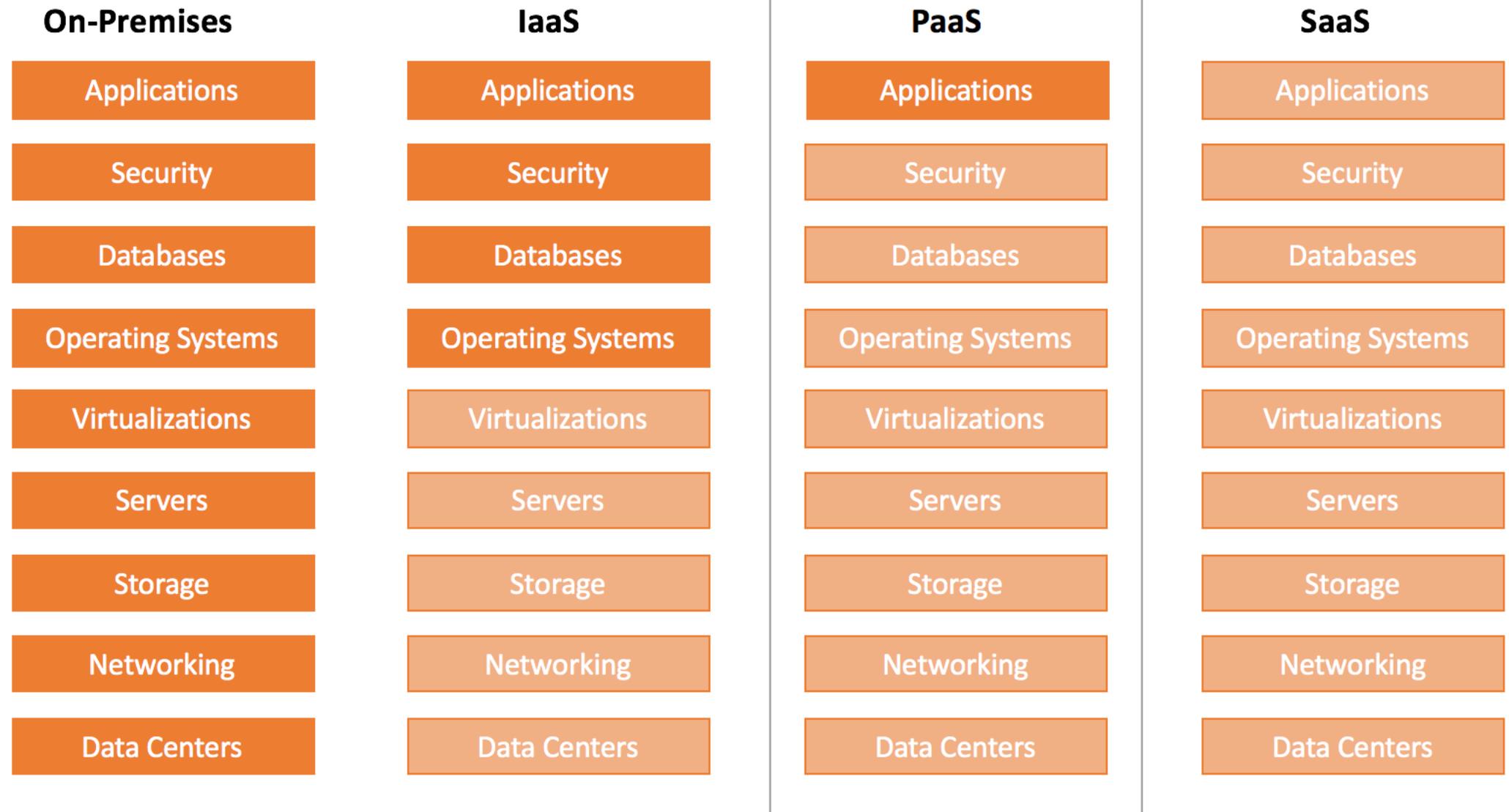
SaaS/Cloud

With Software as a Service offerings, you get more functionality than an ERP extension, but less flexibility and control. Typically, you have access to what the vendor provides you and that's it. This can limit the platform's ability to customize, grow, and change within your organization.

Additionally, you can only integrate your system with extensions that are offered, leaving little room for customization. In all of our years of eCommerce work, we have yet to see an out-of-the-box platform be the ideal solution for a client. Your business is unique and you need access to the tools to create an equally unique B2B eCommerce site.

 Customer Managed

 Provider Managed





Hosted

A hosted option opens up more flexibility and choices than the previous two options. You will be able to include some customization and extendable services. You will also have the option to work with partners and access their capabilities, further extending your customization options.

A hosting provider will also take care of a lot of additional aspects like caching, DDoS, search tools, and more, that you would otherwise have to figure out on your own. Working with a hosted option gives you a partner on that platform who will make sure that all of your bases are covered.

On Premise

Using a Platform as a Service or On Premise option is our top recommendation when it comes to launching a B2B eCommerce site. This option gives you the most flexibility and opportunities to integrate with services and tools, allowing you to have a site with everything you need and nothing you don't.



Our On Premise platform of choice is Magento, which not only gives you access to an entire community of developers and third-party extensions, but provides triple redundancy, meaning your site won't go down. That security is a lifesaver in an industry where downtime can cost your business significant money.

Custom Coding

You're kidding, right? Don't even consider it.

Of course, there are other factors to consider in a B2B eCommerce project besides strictly platform functionality, including your project budget and the overall complexity.

Budget

We won't lie to you: a B2B eCommerce project can be a significant investment, and budget can make or break a platform choice. However, it's important to consider the overall cost of the project as opposed to just the upfront budget. For example, will picking a more complex and capable platform allow you to grow your business through increased traffic and brand awareness? Don't forget to weigh the potential profit from a successful site against the upfront costs.



A fully-integrated and high functioning B2B eCommerce site will also typically lower the costs of transactions, decrease your rate of returned items, and improve productivity through automation and integration.

Target Market

Another thing to consider when picking your platform is your target market. Where are you trying to go with your B2B eCommerce site? Are you exclusively trying to improve your relationship with existing customers, or are you looking to expand your market? Are you only selling the products you currently offer, or are you interested in increasing your product line? Your eCommerce platform should meet both current and future functionality needs.

One good way to identify your target market is through personas. Personas are generalized representations of your ideal customers and help make sure that all decisions are made with your end user in mind. Defining who your customers are, what information they want from your organization, and how they want to obtain that information will help you figure out what platform will work best for your needs.

Project Complexity

Your platform choice should certainly take into consideration the complexity of your B2B eCommerce project. Do you have specific needs that will require customization? Is your ERP system dated or even a custom platform, requiring a tricky integration with the eCommerce platform? These considerations and more will determine what system you should work with.

We have found that Magento can handle nearly any requirement you throw at it. From complex data configurations to unique product structures, Magento can bend and grow to meet your organization's needs.

7. KNOW YOUR DATA RULES

You may have a general idea of what you need for your B2B eCommerce site to run, but do you know the specifics? To make a cake, you might know you need baking powder, but how much do you need for the cake to rise correctly? When it comes to your B2B site, you need to know what data you require and how to leverage it for success.





Data is what will make your B2B eCommerce site tick, but the typical B2B company has data all over the place. To make sure you're leveraging your data appropriately, you need to determine what data you'll need, where it all will live, and how it will all be used.

What Data is Needed?

A B2B eCommerce system requires a huge amount of content, and most organizations are not initially prepared to provide what is needed. There are some key pieces of data that should be passed to the eCommerce system as well as some key decisions to be made along the way.

Item Number and Name

Rich SEO Data (Extended Descriptions, Meta Descriptions, etc.)

Item Images

Attribute Data



One of the most challenging parts of this will be wrangling all of that data. Whether it's printed and filed in cabinets, saved to a shared drive or people's desktops, or already in your ERP, the good news is that the data most likely exists. We beg of you, however, to get started organizing that data now. Product imagery, product attributions, and marketing information are only effective if you have all of it organized.

How Will Data be Used?

All of these pieces of data are crucial for helping to make the sale. The right images will inform your customer and detailed product attributes are necessary for faceted navigation and marketing tools. Product attributes help to define the product and are used for filtering. Things like cross-sells, upsells, and related items are part of what make eCommerce engines so powerful, but they need the appropriate data in order to leverage those capabilities.

Technical data can be helpful in certain industries, especially if your competitors don't offer it. Technical drawings, dimensions, weights, materials used, and instructional content is icing on the cake if you have the aforementioned data in place.



Another bonus item is product reviews. Not only do reviews help customers make a buying decision, but customer feedback can help you determine if a product is something you want to cut from your inventory or invest marketing dollars into. Reviews will require continued assessment, as you will need to check them for potentially offensive or inappropriate content.

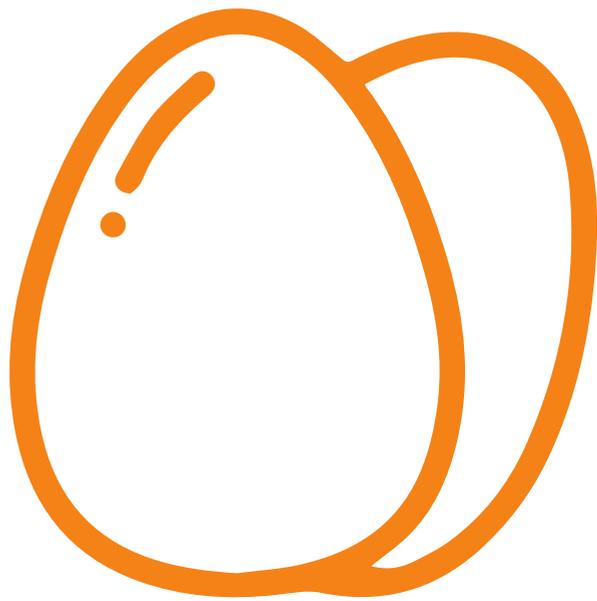
Where Should This Data Live?

B2B eCommerce sites are typically integrated with an ERP system and both the eCommerce platform and your ERP are likely able to store all of this crucial data. So, which system should own all of this information? We've found that it's most common for the ERP system to own the data, especially surrounding inventory and availability.

This gets tricky when the timing of transactions is concerned. When does the inventory get decremented in the ERP? How timely is the data passed or accessed from the eCommerce platform? These are key considerations when designing the integration. Another key decision is whether the inventory availability is checked in 'real time' from the eCommerce platform, or whether a batch update pushes inventory to the site. Then, if the inventory balances are pushed periodically, the next decision is how often.

All of this is a lot to consider, we know, but defining your data organization strategy is crucial. It will help determine how everything will pan out and the frequency that data will be updated. Remember: preparing your data for the web is an ongoing process. You will invariably continue to refine it after you launch your B2B eCommerce site.

8. PREPARE FOR INTEGRATION



So, you've identified what data you need, where to find it, and where it will ultimately live in your eCommerce and ERP integration. Now it's time to put that data to work.

In baking, eggs are used to bind ingredients together. While we don't recommend cracking an egg on your ERP system, it is important to understand how your platforms will bind together to create a harmonious system. Whether you're integrating your eCommerce platform and ERP system or adding in a third-party application, there are a few things to keep in mind for any integration.



THESE POINTS OF INTEGRATION ARE:

Catalog

Customer

Inventory balance

Price

Tax

Shipping

Payment processing

Order processing

Order shipment order update

Order history

10 Points of Integration for ERPs

There are several integration options available, including a simple FTP process, an MQ Series, Mulesoft, Dell Boomi, and Web Services. It's often beneficial to use an integration methodology that is already being used, but it may make sense to change to a new technology. When deciding on which methodology to use, you need to consider the initial programming needs as well as ongoing support.

Our standard integration strategy looks at ten different integration points and related business logic and processes. The goals of each project determine which integration point is needed, and how it is used within the overall project. Typically, our projects use four to six integration points, but we have had projects with only one or two, and projects using all ten.

Identifying how those data points will be communicated between the ERP and eCommerce systems will define your integration strategy.



A good example of an integration point is inventory availability. The first business decision to be made is whether or not the eCommerce site should expose inventory availability to the shoppers and if so, in how much detail. Not every eCommerce site does, and those that do use a few different methods for sharing this information. Some sites show the actual number of products available, while others share a red, yellow, or green status to indicate availability. Another option is to simply provide 'In Stock' or 'Out of Stock' identification on the site. These business decisions drive the type of integration required, and how timely the update needs to be.

Other Third-Party Integrations

The integration between your eCommerce platform and other programs, like third party modules, probably won't be as intensive as an ERP integration, but it's still important to identify the relevant data. Focusing on the data, regardless of where it's coming from or where it's going, will help eliminate confusion and make sure all of your tools are working effectively.

9. REVIEW ORDER TO CASH SYSTEM

As we mentioned before, implementing eCommerce and expanding payment methods can really shorten your order to cash cycle. Information flows faster, payments are received sooner, and you can accept orders around the clock instead of just when sales representatives are available. All of this can drastically change the volume of orders you're receiving. Additionally, orders can be somewhat spontaneous since your customers aren't necessarily talking with a sales representative before placing an order.

Another aspect contributing to the order speed is the fact that, for the most part, human interaction is eliminated. This typically means errors are reduced, including missed or incorrect shipments. This quicker, more agile process can be a huge benefit as long as you're prepared to handle an increase in orders.

10. IDENTIFY SECURE FORMS OF PAYMENT

As a B2B commerce organization, you're most likely already accepting payments from your customers. But when it comes to B2B eCommerce, there are new forms of payment to keep in mind and prepare for.

Credit Cards

Credit cards are a gamechanger for B2B, and as much as they can simplify your customer's ordering and payment process, there are quite a few things for you to consider when implementing credit card payments.

The first thing to consider is fraud and PCI compliance. Security is a key concern for online shoppers, making PCI compliance a complicated necessity for merchants. Becoming PCI compliant is a marriage between the enterprise-wide PCI requirements and the assessment of a CISSP. With 12 different requirements protecting all aspects of stored cardholder data, it can be difficult to keep up with all of the nuanced stipulations. Luckily, many eCommerce platforms, including Magento, make achieving PCI compliance easier.



Another thing to keep in mind when accepting credit card payments is the changed relationship with your ERP processes. Currently, your ERP system is most likely sending out invoices for orders. With credit card payments available, your ERP system will need to accept orders already paid for. This shortens the cash cycle with orders being paid for sometimes even before the order has shipped. While your ERP system should be able to handle this change, it's important to pay attention to it and make sure you have everything squared away.

Rebates and Store Credit

One thing that a lot of B2B companies tend to ignore is store credit. While it isn't the most common option, it is available in the eCommerce realm. We strongly suggest that you consider accepting some form of credit; even introducing a loyalty program with rewards. It's an underutilized strategy that can be helpful in your B2B business.

11. CONFIRM SALES TAX REGULATIONS

Sales tax is a confusing variable in all of this. Most B2B customers are tax exempt, but not all. Before your eCommerce site goes live, you need to determine where you have nexus so you know who you need to charge sales tax and in which states.

Nexus

With any sales tax situation, the first step is knowing where you have nexus, or a relationship with a certain jurisdiction that requires you to collect sales taxes. In general, if you have nexus in a state, you will be responsible for collecting the right rate of sales tax for that state on any sales to customers within that state. If you'll be implementing credit card processing, you will probably want a sales tax calculating tool so you can calculate the various tax rates at your customer's time of purchase.



Tax Exemption

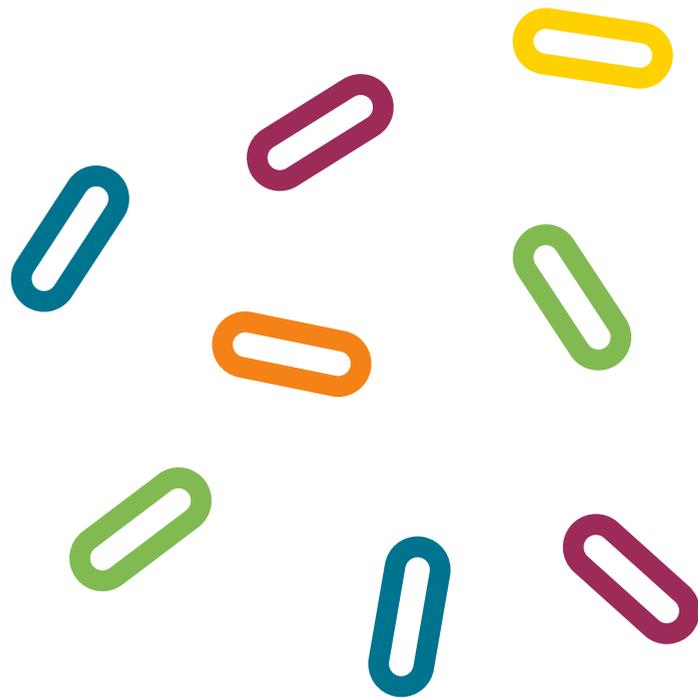
We won't sugar coat it for you: tax exempt certificate management can be a nightmare. In the United States, sales tax is only charged to the end user of a product, not wholesalers or retailers, which includes many B2B organizations. Additionally, some states charge sales tax on services while others don't. Keeping your tax exemption certificates organized and up to date will help clear the fog on some of these issues.

Long story short: bring in your accounting department early and often. Miscalculating or ignoring sales tax will not only cause you an accounting headache, it will more than likely land you in trouble with the government.

12. EVALUATE CUSTOMER COMMUNICATION PRACTICES

We're in the home stretch of this project and it's time to add something fun that keeps your audience coming back for more. Just like sprinkles or chocolate shavings might draw in a potential recipe tester, your customer communication will help bring your customers back for more.

Your CSR will handle the traditional order placing processes, leaving more complex issues up to your sales team. But, just because so much of the sales process is automated through eCommerce doesn't mean you need to cut down on your communications with customers. It just means you may find new ways to keep in touch. Emails, chat functions, and SMS can all be helpful in defining the sales process and retaining customers.





Email Communication

The easiest way to integrate these strategies is to use an eCommerce platform that is already optimized for them. For example, Magento has transactional emails available out of the box. These communication points serve as the voice of your company. Whether it's an order update, password reset, or newsletter, you can automate these emails to further improve your customers' experience.

These points of contact can go beyond simple transactional emails. Do you have customers purchasing consumables? Why not send them an email reminding them to order a replenishment shipment? Or have your customer sign up for SMS updates on their order progress. Touches like that can make all the difference in your relationships with customers.

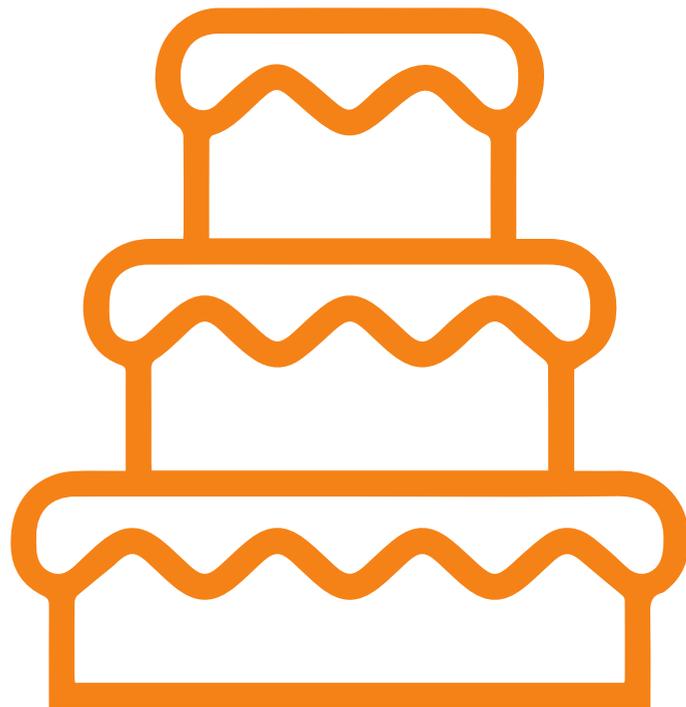


Chat

Another beneficial communication method is chat. From a quick question to product recommendations, chat is an easy way for your customers to get in touch at a time that is convenient for them. Keep in mind, however, that this option will require staffing to maintain it and respond to queries.

Just because you don't have sales representatives talking directly to your customers every step of the way doesn't mean you are shut out from them. Using these alternate forms of communication can maintain that contact in ways that are more intuitive to your customers' everyday lives.

13. DRAFT NEXT STEPS



Congratulations! Your B2B eCommerce site has gone live and is hopefully improving your company’s operations and customer experience. The end of this phase of the project inevitably brings with it the desire for more. You wouldn’t bake a five-tiered cake on your first attempt at baking, and your first iteration of your B2B eCommerce site probably has some room for growth. That’s why we suggest thinking about the next steps of your project now.

Support

The support phase is important to keep your site running as well as it can. Whether it’s day-to-day maintenance or a future upgrade, your Magento site isn’t a “set it and forget it” tool. It takes ongoing nurturing and attention to make sure that it continues to serve your organization as best it can.

The truth is, along with support, there will come a time in your site’s future where you will need the help of a development team. Whether it’s to install a security patch or make adjustments as your business grows, changes will need to be made.



For many organizations, reallocating resources for support or hiring on a new developer just isn't in the cards. Most companies can get bogged down in the hassle of recruiting, hiring, and maintaining a development team. In fact, most support work doesn't require a full, 100% dedicated team to maintain. Maintaining full-time support staff can be an expensive undertaking without providing valuable benefits. That's why we offer Managed Services.

When leveraging a Managed Services contract, your organization can have access to our team of talented, trained, and certified developers when you need them. Not only will you receive services like transaction monitoring, testing, and protection from CloudFlare's Unmetered mitigation of DDoS attacks to maintain performance, uptime, and availability, but you will have a commitment from our team to timely maintenance and support at a lower rate.

Not only is the rate lower, but it isn't broken down into specific tasks. Instead, your time can be allotted to content, design, architecture or patches, upgrades, reports, or anything else your site might need that month.



By going with a Managed Services contract, your organization can have access to our team of talented, trained, and certified developers when you need them.

Phase Two

With support taken care of, you're free to take your site to the next level. This is the time to think beyond the implementation and towards your ideal B2B eCommerce site.

What sort of changes would you like to see to your site now that it's up and running? What ideas do you have for phase two? There is always room to improve and grow when it comes to your B2B eCommerce site. Don't let your site's development end with the initial implementation.

PIECE OF CAKE!

By following these steps, you should have a thriving B2B eCommerce site that enhances your business and improves customer experiences. Have a more complicated implementation or ready to talk phase two? Contact our experienced team of Magento certified developers.



ABOUT BRITESKIES

Briteskies works with merchants to seamlessly develop eCommerce solutions for B2B or B2C sites. If you are looking to implement a new eCommerce environment, upgrade your current eCommerce site, or need to integrate with your back office systems, our certified consultants have the functional and technical expertise to assist you in achieving your business goals.

We are proud to be a Magento Professional Partner, an IBM Advanced Business Partner, and an Oracle Gold Partner. Our talented team consists of certified developers in Magento, JD Edwards, and WebSphere Commerce, as well as IBM i Application Specialists.

CONTACT BRITESKIES

216.369.3600 | info@briteskies.com

www.briteskies.com

2658 Scranton Road, Suite 3
Cleveland, Ohio 44113