

# B2B COMMERCE: TAKING A PHASED APPROACH TO PLATFORM MIGRATION



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# REPLATFORMING & B2B ECOMMERCE

There's no question that digital channels, and ecommerce in particular, are critical to successful B2B operations. 87% of B2B companies are actively migrating existing customers to digital channels. 90% of B2B buyers use a mobile device at least once during their decision process, and 59% of buyers conduct all pre-purchase research online, completely circumventing traditional sales rep interactions [sources: Forrester Research, Think with Google]. Not surprisingly B2B ecommerce currently generates twice the revenue of the B2C [\$1.1 trillion to \$517 billion, Forrester, U.S. Dept. of Commerce].

Despite the many comparisons, B2B ecommerce is fundamentally different from consumer-focused ecommerce. From product configuration and pricing, to complex multi-touch point buying journeys, B2B ecommerce is inherently more complex.

This level of complexity often makes the prospects of migrating ecommerce channels seem daunting. This is because the prevailing thinking leans toward the big bang "lift & shift" approach of building and then migrating from one ecommerce platform to another. But, there is another way.

Using what's known as a **headless commerce platform** can change the migration narrative for some businesses. Leveraging a headless platform and methodology, a business has the ability to take a **phased approach to platform migration**. This more measured approach allows the business to move away from their legacy platform one step at a time, ensuring they get everything right along the way. For those not ready to make the big leap, this can make sense.

Let's take a quick look at some of the root causes for platform migration and how to tackle a phased ecommerce platform migration.



**“LOOKING AHEAD, WE SEE PLATFORM MIGRATIONS CHANGING RADICALLY AS INTERNAL IT ORGANIZATIONS SHRINK AND RETAILERS MIGRATE FROM ON-PREMISES SYSTEMS TO COMMERCE CLOUD SERVICES.”**

Best Practices For Commerce Platform Migration  
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