

HOW LAUNCHPAD B2B ACCELERATOR WORKS

commercetools

Enterprise Accelerator
for B2B eCommerce



THE LANDSCAPE

“

Global business-to-business (B2B) eCommerce sales are predicted to reach over \$6.6 trillion by 2020, surpassing business-to-consumer (B2C) valued at \$3.2 trillion by 2020. The United States (US) alone will generate over \$1.9 trillion in sales by that time. With this rise in B2B eCommerce and the digital commerce world, B2B is predicted to become more like B2C.

Traditional B2B selling is becoming rapidly outdated and typically involves a customer relationship management (CRM) system, a team of sales representatives, and a list of contacts. B2B sales are on the rise, but instead of traditional B2B commerce business models, customers now desire a more digital experience mimicking B2C eCommerce experience on Amazon and Alibaba. There is significant market revenue potential for B2B eCommerce platform providers as these trends continue through the forecast period, resulting in rapid market growth.

BUSINESS INSIDER

“

Today's B2B commerce suites marry the best from B2C with the nuance that B2B businesses require. For years, B2C businesses were ahead of their B2B counterparts, not just because of the human dynamic of B2B sales but also because technology platforms failed to adequately support the needs of B2B businesses.... And it's only now that businesses no longer need to rely on heavy customization to develop and run their B2B commerce stores.

FORRESTER®

THE CHALLENGE WITH B2B ECOMMERCE DEVELOPMENT

For years, B2B businesses have struggled with getting eCommerce up and running quickly. The process of getting a B2B eCommerce site launched is typically a 1-2 year project that swallows the time and resources of an already lean team.

We now have the opportunity and the need to take a more efficient approach to eCommerce.

Launchpad B2B Accelerator eliminates the time, cost, and effort of defining and building the front end experience of your eCommerce site. This accelerator speeds your time to market. Allowing your eCommerce business to start, learn, and grow quickly.



INTRODUCING LAUNCHPAD B2B ACCELERATOR

Designed for B2B eCommerce

The **Launchpad B2B Accelerator** is a quick-to-implement solution that gets your B2B business running online. Built from our deep knowledge of the B2B landscape, **Launchpad** was created to give your customers an exceptional eCommerce experience.

Launchpad gives you the flexibility to make strategic decisions about features, automation, and time, allowing you to see ROI in weeks, not years.

Give Your Customers Fast, Intuitive eCommerce

Launchpad integrates with your commercetools software and ERP to get your eCommerce business up and running, with all of the B2B features you need, in record time:

		2 WEEKS	6 WEEKS	10 WEEKS
INTEGRATION	Catalog	Excel Upload	Automated	✓
	Inventory	Excel Upload	Automated	✓
	Payments	Stripe	✓	✓
	Pricing	Excel Upload	Automated	✓
	Taxes	Avalara	✓	✓
	ERP	Keystroke Entry		Automated
	Fulfillment	Keystroke Entry		Automated
	Account Load	Keystroke Entry		
EXPERIENCE	Standard Buy Flow	Included	✓	✓
	Accounts	Included	✓	✓
	Quotes	Included	✓	✓
	Invoice Payments	Not Included		Included
	Previous Orders	Not Included		Included
	Quick Order	Not Included		✓

LAUNCH PAD **SERVICES**

We understand that eCommerce is a complex channel. To support your eCommerce business getting up and running quickly, we provide a fully turnkey team that supports, enhances, and operates your channel at a cost savings of over 50% (compared to traditional ways of managing eCommerce). These services include:

- **Operating eCommerce**

- Importing customers, catalogs, price lists
- Setting up promotions
- Creating and uploading banners
- Producing analytics reports

- **Training**

- Change management to get your leadership and managers ready
- Training your team on how to set up customers and run the new eBusiness

- **White Glove Onboarding and Support**

- Customer setup: getting your eCommerce customers registered, using the site, and ordering
- Monitoring: carefully watching each online order
- Optimization: identifying and working through any issues that arise in the onboarding process
- Bug fixes for issues on the site

- **Ongoing Enhancements**

- Hosting and maintenance
- Business operations support (SEO, content, onsite search optimization)
- Changes in functionality to the site

THE BUSINESS CASE

Save Cost And De-Risk Your eCommerce Launch

Launchpad B2B Accelerator solutions remove the time and costs associated with a typical eCommerce launch and operation. With this turnkey solution, you eliminate:

- 3-6 months documenting requirements
- 2-3 months on UX
- 4-6 months on front end implementation
- 1-2 months for testing
- Hiring and retaining key channel key members

Typically, launching a digital channel can take 1-2 years and run +36% over budget.

During this time there's often scope creep, loss of direction, and growing frustration.

Launchpad removes each of the steps above, and replaces it with an operational, expertly-crafted storefront that will meet your business requirements and provide excellent customer experience at launch and for years to come.

Instead of defining the costs theoretically, prior to launch, **Launchpad** allows you to launch quickly with an eCommerce site you can use, learn, and continually improve.

- **Reducing your cost to launch by +80% (eliminating requirements and UX)**
- **Reducing your operational costs by +50%**

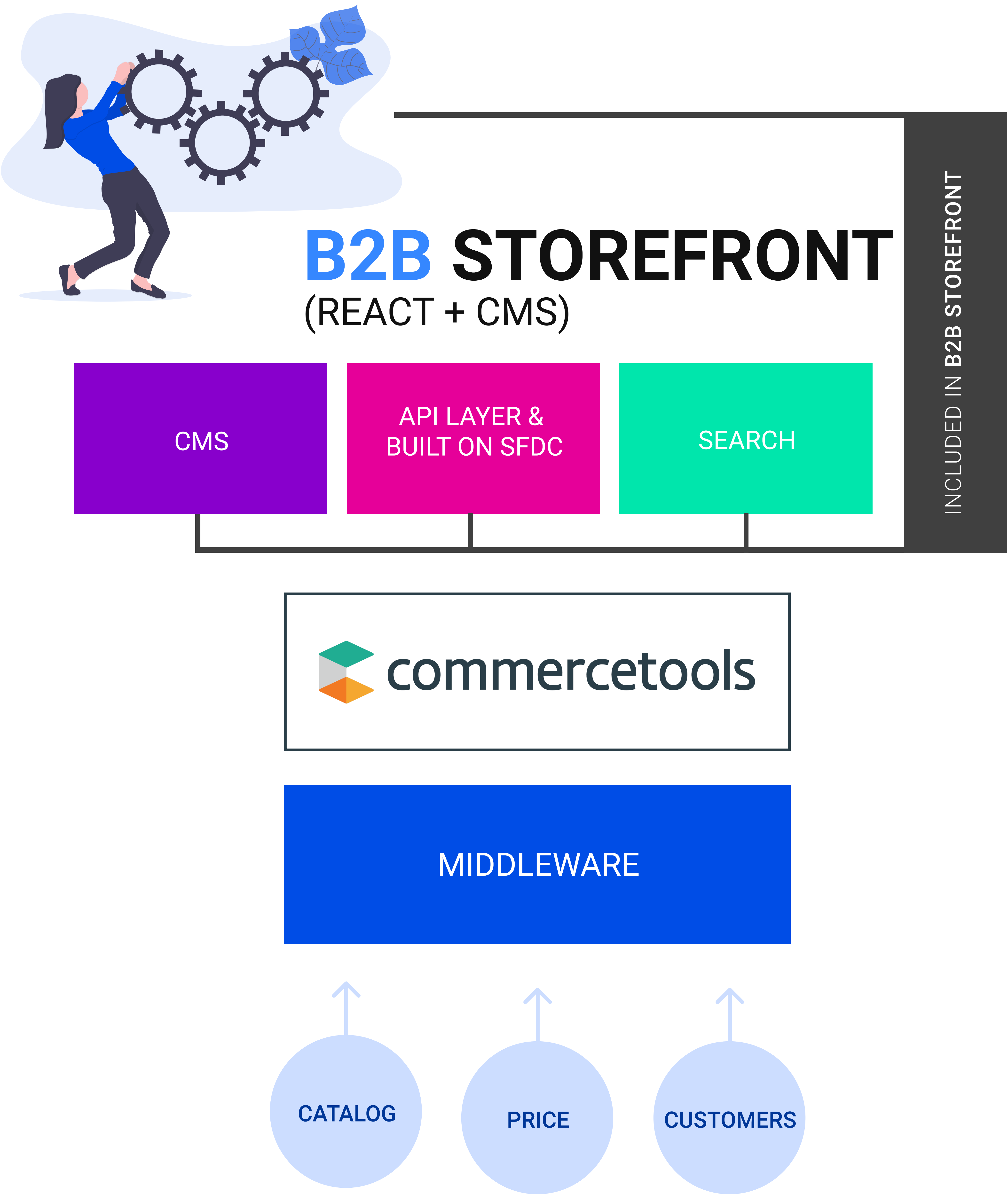
Benefits of Choosing Launchpad

- Provide a better customer experience: letting customers discover, learn, and buy products online
- Start selling more products and reducing the cost of business
- Increase the lead cash cycle
- Improve customer retention by providing a competitive customer experience

HOW LAUNCHPAD WORKS

How Launchpad Works in Partnership with commercetools

With a powerful API layer, strong search, and an exceptional storefront experience, Launchpad creates a powerful B2B eCommerce engine.

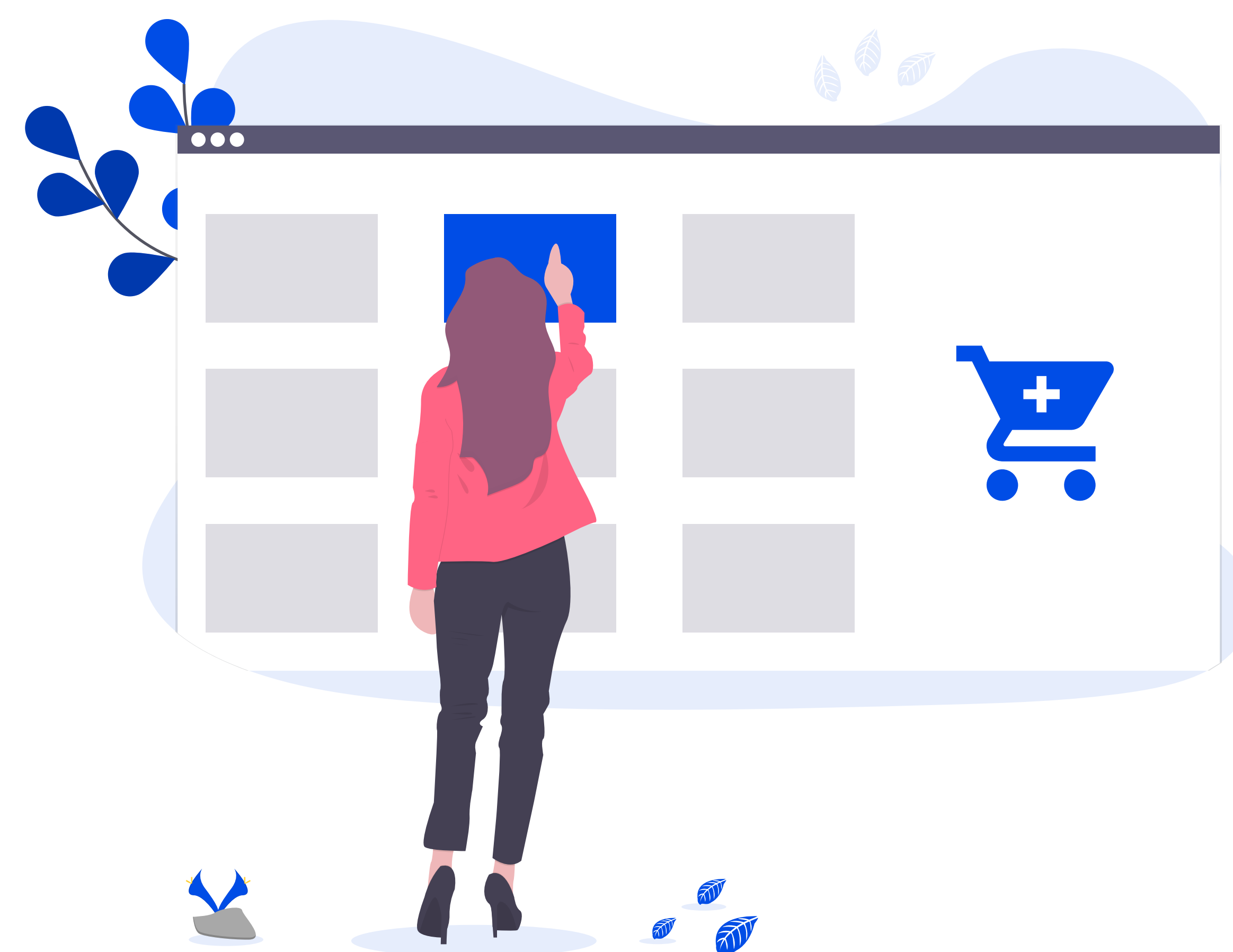


ABOUT **OBJECT EDGE**

Since our inception in 1994, Object Edge has been solving the world's most complex business problems by leveraging best-in-class technology.

We're an award-winning consultancy with a passion for eCommerce. We transform companies to leverage digital, create stunning user experiences, and craft compelling content for your brand.

Our commerce and design experts partner with world-class development teams, ensuring that we use processes backed by the absolute best architecture and support available.



ABOUT **COMMERCE TOOLS**

commercetools is a next-generation software company that offers a true cloud-native, headless commerce platform that provides the building blocks for the new digital commerce age. Our leading-edge API approach helps retailers create brand value by empowering commerce teams to design unique and engaging digital commerce experiences everywhere – today and in the future.



To download a digital copy of this brochure,
please visit **objectedge.com/launchpad**

objectedge.com
oeinfo@objectedge.com