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An Adobe Company

3 Benefits of **Delivering Unified Commerce**

HOW FLEXIBLE B2B AND B2C SOLUTIONS SUPPORT GROWING BUSINESSES



Growing businesses are increasingly challenged by evolving buyer demands, as well as competitive market pressures. Amazing customer experiences across all customer audiences, and all channels, have become status quo. This evolving need to serve all customers – business and consumer – via digital channels – is tasking leaders with achieving more, and in many cases with fewer business resources.

Efficiency and enablement are core drivers of strategic innovation, as businesses hone in on the adoption and implementation of helpful technologies that support their ability to provide amazing customer experiences.

Because that's what it's all about: *Experience*.

Buyers are seeking meaningful interactions, looking for resources and purchase functionality that streamline the path to getting what they need and want. Smart business leaders understand that customer experience is a core differentiating factor that drives loyalty and overall revenue growth, and they are prioritizing solutions that enable them to optimize their investments, centralize efforts, and support their own customers' journeys.

But it isn't always easy to seamlessly integrate the teams, technologies, and tools to do this effectively. These demands have created a shift in how businesses go to market and organize their internal strategy and tactical measures.

Benefits for the Buyer, Business, and Beyond

Many businesses have an emerging need to support both B2B and B2C customer sets and are seeking ways to service both effectively:

- A company with a direct to consumer site that wants to efficiently sell to their business customers or channel partners online
- A company that has a site to service business customers or channel partners, but now wants to test out direct to consumer
- A company with multiple lines of business that sell to both businesses and consumers

This Guide explains how unified B2B and B2C commerce benefits these businesses and helps them grow loyalty and revenue with centralized solutions that:

- Simplify business resource needs with a flexible workflow environment;
- Foster a unified set of organizational processes that translate to great customer experiences; and
- Create customers for life by satisfying unique buyer habits and needs.

Serve Up Experiences More Seamlessly

Although B2B buyers and B2C shoppers both want seamless, compelling experiences, their inherent patterns do carry some important distinctions. Your commerce platform should enable you to manage the nuances of your audience's shopping patterns, and to control the experiences from a single interface.

This can be a helpful way to maximize the time, energy, and output of your various creative functions, as you can seamlessly leverage many assets developed for your store across audiences and focus on customizing those pieces that matter to enabling differentiated, relevant browsing and purchasing. Your different audiences will always feel like your site offers a "place for them" — an important value add for your ongoing loyalty and retention efforts, as well as cost savings.

For a company creating a single site to serve multiple audiences, they gain site design and content efficiency. Most start with a primary consumer site, and then add in custom promotions, messaging, content, purchasing options, etc. where relevant for B2B customers so that they have a tailored experience. It's just a small bit of incremental work to serve their B2B clients. But, companies can also create multiple sites. Depending on their strategy and the audiences being served, there can be some shared usage of visual assets and content, but this wouldn't be a primary benefit.

A unified commerce platform provides companies with the flexible capabilities to customize for a variety of B2B and B2C customer needs, including:

- Custom catalogs and price lists
- Multi-site management capabilities (for different brands, product lines, and geographies)
- Customer segmentation and targeting — to enable various types of buyers to receive different product recommendations, promotions, and content on site
- Full set of merchandising and content management features so business owners can easily create compelling, optimized sites (often with deeper information for B2B buyers)
- Fulfillment options that meet requirements of individual vs. bulk shipments

Here are some examples of how businesses can deliver equally compelling experiences to their B2B and B2C customers from a single solution:

- Enable B2C guest check out, but require B2B log in
- Control which products are shown to various shoppers
- Set different pricing structures for individuals or groups of customers
- Configure and customize promotions, catalogues, and cart rules
- Refine the content experience by customizing banners, blocks, and widgets from the same interface

Best Practice Case: Brown-Forman Corporation Unifies Operations for Seamless Experiences

The Brown-Forman Corporation is one of the largest American-owned spirits and wine companies, representing iconic brands including Jack Daniel's, Finlandia, Korbelt, and Chambord. These brands are rooted in multiple generations of craftsmanship and tradition, and are available in 160 countries—so global sales are important. Historically, Brown-Forman sold their products exclusively through distributors and retail partners, but they wanted to make it easier for consumers and small businesses to engage with their brands, even if they couldn't personally visit their distilleries.

Working with the Magento Global Elite Solution Partner, Vaimo, the company built a content-rich, responsive site that allows them to perfectly blend storytelling with commerce, while offering products that cannot be found in stores: special vintages of whiskey, limited edition bottle, and gift bundles. The Magento Commerce webstore is fully-integrated with Magento Order Management including payment solutions, and offers features like personalized engraving on bottles of Jack Daniels. Meanwhile, the Magento Order Management multi-site and multi-brand functionality perfectly positioned the brand for easy expansions into Germany and Australia.

In the Australian market, the company focused on the Brown-Forman brand and modernizing the ordering experience for bar, club, and restaurant owners. The spirits market in Australia is closely regulated with a limited number of liquor licenses available. Competition for these orders is fierce. Customers were tired of placing orders the

old-fashioned way: Sales reps would walk into a sports club and want to talk about football before finally taking the order. This took up far too much time for busy owners. They just wanted to place their orders using their mobile phone.

Serving the needs of both consumers and small business buyers from the same platform enabled Brown-Forman to become more agile and efficient. The company recently launched another direct-to-consumer site in Germany, again, using the same Magento platform.

Magento Commerce and Magento Order Management allowed Brown-Forman to manage the entire process from one platform, integrated directly with their existing ERP system. International expansion is easy: New sites in different countries leverage the existing infrastructure while customizing the user experience to local needs, including local products, pricing, images, offers, and more. Meanwhile, Magento Order Management captures online orders, passes them to warehouse partners for fulfillment (which vary by country) and then along to the ERP system. And everyone gets their bottle of Jack.

By leveraging investments made globally, Brown-Forman can grow its brands locally with greater efficiency. Consumers and businesses alike can engage with their brands and experience the craftsmanship and traditions for which their flagship brand, Jack Daniels, is known.

Foster Flexible Business Efficiency

Digital leaders must manage a plethora of people, tools, and organizational execution considerations to keep their businesses moving forward. Your technology shouldn't add more concerns, but it should help alleviate some of that planning stress.

Consider the benefits of a single commerce platform to integrate with backend systems, including CRM and other solutions, as well as one platform as your organization's commerce system of record.

Overall, a unified platform reduces complexity by:

- **Simplifying staffing requirements** – you don't need to find people with skills across two platforms or hire separate teams for multiple commerce platforms. This also fosters a nimbler organization. For instance, if one part of the business has a high workload, all team members can be properly allocated. If you have separate platforms, the teams working other platforms can't pitch in.
- **Minimizing external partnership requirements** – you only need to work with one type of solution partner, rather than potentially having to work with multiple partners with different platform expertise.
- **Reducing education and training costs** – Maintenance, integration, and applied use training can be limited to one platform as opposed to a variety that would take more time to learn.

Without having to lift-and-shift your various systems to ensure connectivity to separate B2B and B2C commerce offerings, a centralized platform mitigates management responsibility, allowing your organization to focus on more important things,

like the activities and content required to innovate an enhanced buyer experience.

See yourself benefitting from a unified solution? Check out these use cases:

1. **Centralized Source for B2B & B2C**

Commerce: A main, public site is consumer-oriented, but when the b2b buyer logs in, he can benefit from a customized view of relevant content, pricing, product catalog, as well as appropriate, company-sanctioned access to account management.

[See How Sigma Beauty Customizes Buyer Navigation](#)

2. **Multiple Sites for B2B & B2C Commerce:**

Some hybrid companies create totally different experiences for their customer sets and choose to create separate sites. With the benefit of one platform to manage, admins can focus on crafting more targeted experiences, not spending time moving through the nuances of multiple solutions.

[See How Steelcase Services Their Audiences](#)

Support Unique Buyer Needs

A growing majority of buyers prefer to purchase online, with self-serve information, direct from vendors. In today's crowded B2B marketplace, buyers demand an easy, intuitive online buying experience that's so good it feels like B2C. And if you can't meet these demands, your competitors will. Today's seamless buying experience demands that businesses must enable a variety of self-service tasks. Buyers don't want to have to look elsewhere for the information they need, and they don't want to have to call a helpline or sales rep to accomplish tasks on the website. Poise your business for growth with the following tactics:

- Quick order entry, without having to browse through the site
- Rapid reordering from previous orders
- Requisition Lists for fast, frequent purchases
- Wish Lists (for B2C)
- Extensive online product information (manuals, installation guides, material safety data sheets, high quality images, product reviews, etc.).
- Requesting a quote from the site (doesn't require a call)
- Viewing credit balances, prior orders, and shipping information
- Paying invoices online (requires ERP integration and some customization, but is common)

Looking for more innovative solutions to servicing your buyer's unique needs?

Check out these use cases:

1. **Unified Source for Selling Similar Products to Different Markets** –

Businesses can allocate fewer resources to content development efforts with a unified solution that can trigger the right catalogue offers to the plethora of audiences that demand relevant content.

[See How Cake Supplies Services Audiences in 40 Countries](#)

2. **Support Multiples Lines of Business & Customer Bases** –

Large organizations can harness the power of unified commerce to effectively manage the complicated and complex nature of having multiple sites and instances, while ensuring the buyer receives an equally seamless experience.

[See How Australian Pharmaceutical Industries Simplifies Multi-Site Strategy](#)

Best Practice Case: Intelligentsia Coffee Centralizes Commerce

Intelligentsia Coffee sells direct to consumers via their website and offer retail-packaged products in upscale grocery stores including Whole Foods and Pete's Fresh Market. They also have a distribution channel for restaurants and a complex wholesale business that sells to chains and independent coffee shops across America.

The company unified their **B2B** and B2C commerce experiences to:

- Save managing multiple catalogs
- Reduce duplicative front-and-backend work
- Serve up a mobile optimized user experiences

Intelligentsia's teams focused on creating a website that offered a seamless way for both B2B and B2C customers to order, configure, and add products to their cart all from the same screen—an especially important ask for their target audience of busy coffee shop and restaurant owners who order via smartphones.

Together with Magento Global Elite Solutions Partner, Gorilla Group, Intelligentsia Coffee implemented a Quick Order option to enable faster ordering and re-ordering for business buyers. The company also implemented a subscription option, powered by Subscribe Pro, to enable customers to sign up for regular shipments. Using cut-off dates and times for special orders, customers can conveniently pre-order seasonal or promotional products.

Magento helped to simplify Intelligentsia's complex product catalog. Their House Blend alone sells in multiple sizes, generating as

many as 60 variations. But Magento simplified this by making product options configurable. It also enabled Intelligentsia Coffee to maintain a single catalog across customer segments, while still allowing for customized pricing and product offerings. For example, Intelligentsia can create tiers of discounts based on purchase volume, and carefully control which customers receive certain discounts. They can also ensure wholesale customers with reseller tax exemption certificates are not charged tax on their purchases.

The new site launched to rave reviews from Intelligentsia Coffee customers and employees. Content management tasks like adding new seasonal products and creating landing pages now takes minutes. Additionally, the ability to provide customers with tracking information via their account and automated emails has reduced call volume, freeing the team to provide better support and coffee recommendations.

Overall, users found the site easy to use. It delivers an exceptional purchase experience for both consumer and business customers—in fact, **90 percent of their wholesale business is now managed through Magento.**

Key Business Benefits:

- On tablets alone, traffic rose by 16 percent
- Transactions soared 40 percent
- Conversion increased by 20 percent
- Mobile sessions have increased 41 percent
- Overall mobile conversion rose by 34 percent.

Conclusion

Companies are no longer competing only on price or products. Instead, they are differentiating themselves with effortless and personalized “experiences” that build customer loyalty and sustained growth. Competing on experience means creating compelling interactions at every touchpoint and phase of the customer journey from first impressions, to purchasing and fulfillment, to ongoing support and engagement. Savvy and sophisticated businesses are tapping into the power of unified commerce to effectively compete on service, and grow more efficiently.



Magento is a modern cloud commerce platform with an open-source ecosystem. Flexible for B2C, B2B, and hybrid solutions, Magento extends beyond the shopping cart for every shoppable experience, including email, mobile, in-store, and marketplaces.

- A Leader in “The Forrester Wave™: B2B Commerce Suites For Midsize Organizations, Q3 2017”
- A Leader in the 2018 Magic Quadrant for Digital Commerce
- Top vendor for Internet Retailer 1000 / Internet Retailer B2B 300