



GUIDE

NETCEL

Optimizely

Unlocking the B2B Commerce Opportunity

With Optimizely configured commerce and Netcel

The time for digital transformation is now.

B2B organisations have a once-in-a-generation opportunity to mature their digital offerings and deliver the seamless, personalised online buying experiences that today's B2B buyers expect. It is time to adapt to meet the B2B market opportunity or risk getting left behind.

This guide is intended to help you on your journey to unlocking this opportunity for your organisation through the selection of the right commerce platform and partner to deliver the seamless, differentiated digital experiences your customers demand and to drive transformational outcomes for your business and team, including:

- Grow revenue and retention through optimised online self-service
- Improve operational efficiency through effective integration
- Easy access to data and insights
- Improved product and pricing orchestration
- Enabling your team to focus on high value customer interaction



By 2025, Gartner predict that 80% of B2B sales interactions between suppliers and buyers will occur in digital channels.

The demand for digitally enabled B2B buying experiences is undeniable. This transformation was well underway pre-Covid but, as with many other sectors, the demand has accelerated dramatically as a result of the COVID-19 pandemic.

The accelerated digital adoption has had a profound and permanent impact on the expectations and behaviours of business buyers. Fuelled by their experiences as consumers, B2B buyers now expect the same seamless digital buying experiences – available 24/7 across multiple devices – when they are buying for business.

Buying enters a new era of digital adoption

TrustRadius data indicated that 100% of buyer asked want self-serve options for buying while 70% of decision makers are willing to make high value purchases online, according to McKinsey .

B2B organisations must evolve their digital offerings now to match these changing buying behaviours and adapt to leverage the many financial and operational benefits of a digitally mature organisation.

A weight of research and anecdotal evidence confirms that confidence in eCommerce is soaring.

250%

Increase in mobile orders since before the pandemic
(McKinsey)

100%

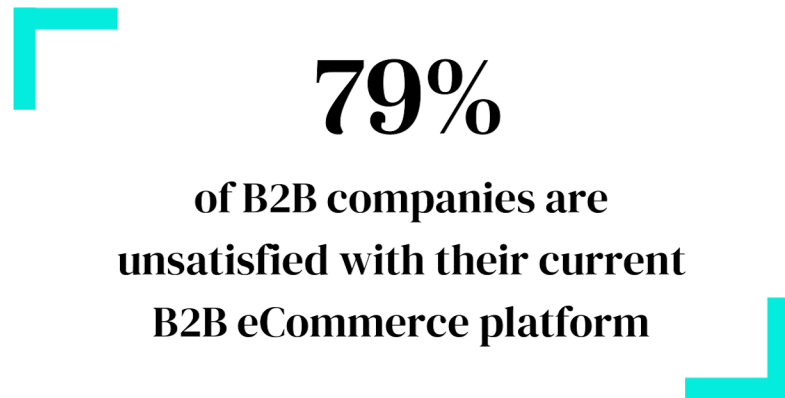
of buyers want self-service options, up 13% from 2021
(TrustRadius)

70%

of B2B decision makers are willing to make high-value purchases through self service (£50,000) (McKinsey)

Choose an eCommerce platform specifically built for B2B

With so many eCommerce platforms on the market, how do you choose the right platform to deliver the specific requirement to deliver sustained success for your business?



A good start is to identify platforms that have been built for the specifically for B2B selling experiences. The reality is that many of the platforms promoted as being for B2B are in fact B2C solutions that have been adapted to accommodate some of the specific needs of B2B businesses.

Beware of B2C solutions in B2B clothing! An eConsultancy study found that 79% of B2B companies were dissatisfied with their current eCommerce platform. To avoid joining the disappointed majority, our advice is to only consider eCommerce platforms that have been designed and built specifically for B2B businesses.

Why look for a platform with strong B2B functionality built in?

- In the long run customisations are more expensive
- Native features give you a strong foundation to rest your eCommerce strategy on
- Customised platforms are often less user-friendly – you don't want to have to go through an engineer to make simple changes
- With native features built-in you know that your provider is thinking about the future, doing their research and listening to their customers and the changing needs of the market

In addition to selecting a platform that has been built natively for B2B, there are other important considerations when selecting an eCommerce platform:

Consider the self-service experiences

How complex are your customers' needs, and how complex is your product offering? In most robust B2B solutions, the eCommerce system needs to integrate seamlessly and in real time with important backend systems to deliver the strongest customer experience.

How complex are your customer pricing models?

Do you need to provide unique pricing for every customer? Does each contract dictate specific promotions and add-on pricing? Do you need to provide pricing in front of the sign-on, and robust guest checkout? To move away from cumbersome, manual pricing models, the eCommerce system must provide customisable, fast pricing mechanisms to meet a plethora of pricing scenarios.

Catalogue management is critical

It drives some of the highest efficiency gains. Do you want to create custom online catalogues not only for every organisation but also for specific buyers, researchers and others as well? Consider the impact of a sophisticated search mechanism, list management and permissions within each category.

Mobile responsiveness is important

With many roles operating "in the field," have you thought about the need for a fully functional mobile app when re-platforming? Understanding and meeting the needs of everyone involved in your B2B eCommerce cycle when they're not at their desk is a crucial aspect to consider.

The need for increased efficiency

Will your new solution need to be customised to meet the needs of not only the customer, but each team member, from the sales support engineer to the researcher? Your new system must support (not hinder) the work of everyone involved before, during and after the transaction occurs.

Look at your integration requirements

To meet requirements for complex pricing, custom catalogues, and personalised experiences, a platform must be able to seamlessly integrate with backend systems like CRM and ERP. Understanding the complexity and scale of integration will help you choose an eCommerce solution that is truly built for B2B.

A woman in a warehouse setting, wearing a white hard hat and a high-visibility yellow safety vest over a blue long-sleeved shirt. She is holding a tablet computer and looking at the screen, which displays a data table. The background shows warehouse shelving units filled with cardboard boxes. Another person in a similar safety vest is visible in the background, slightly out of focus. The overall scene is brightly lit, typical of a warehouse environment.

**Why choose Optimizely
Configured Commerce?**

Optimizely Configured Commerce is built specifically for the complexities of B2B. You are not required to force B2C commerce processes into a B2B environment. As the platform has been built from the ground up to meet the complexities and nuances of digital commerce for B2B, including complex pricing scenarios, complex product configurations, quotations and integrations. Configured Commerce natively handles all of these scenarios in a SaaS model whilst being fully capable of delivering less complicated B2C user journeys.

Identified as a Leader by IDC analysts, Optimizely Configured Commerce has been designed to help B2B businesses drive efficiency, increase revenue, and create the kind of buying experiences that keep customers coming back for more.

It is fully configurable to meet your brand design standards, fully scalable to your business growth, and features deep integration architecture to seamlessly connect to your ERP, CRM, CMS, PIM, and other essential backend business systems, using configurations rather than code. The same architecture makes it easy to add new data sources whenever you need to, ensuring logic and important data continue to seamlessly flow from system to system.

That makes Configured Commerce entirely scalable and ready to meet your evolving business needs, and flexible enough to manage the complex business rules and integration needs of sophisticated business-to-business organisations.

Perfect for organisations with complex product offerings, multiple sites, and critical business rules and workflows, the Configured Commerce platform provides B2B eCommerce sites with an unparalleled level of functionality, navigation and rules management.



Rich features designed to help you create personal buying experiences for your customers and the best outcomes for your organisation:

List management

Collaborate anywhere

Collaborate with your team and your customers from a single list, enabling them to easily order products from anywhere.

Offer flexibility

Make it easy for buyers to quickly reorder products from their order history.

Empower your teams

Encourage sales reps, marketers, and merchandisers to leverage lists, cross-sell, up-sell and make the most of personalisation tactics.

Brand management

Enhance displays

Present products to your customers in various ways by leveraging search, faceting, taxonomy and brand.

Manage brand identity

Highlight high value and strategic brands while effortlessly managing brand identities.

Drive engagement

Make it easy for your customers to quickly locate products from brands they trust and create brand-specific promotions.

Customer Specific Pricing

Ensure accuracy

Make sure your customers always see accurate prices and inventory with direct integration to your ERP and timely updates to online pricing.

Control pricing

Support constructs such as list price, list less discount percentage, list less discount amount, override price, margin target calculations, and cost-plus pricing thanks to a predefined price matrix structure.

Simplify calculations

Easily handle complex calculations like contract pricing, price lists, cost-plus pricing and customer or product group pricing rules.

Quotations

Improve engagement

Improve customer engagement with online quoting that can be initiated by your customers or sales and support teams anytime, anywhere.

Go global

Make light work of global quoting, configure in multiple languages, and drive consistency across multiple currencies.

Convert quotes to orders

Allow your customers to submit, accept, and convert quotes into orders, as well as add additional items to their carts before checking out.

Integrate and update

Modernise and harmonise customer interactions across multiple touch points, while automatically keeping quoting information up-to-date and refreshed.

Product Configuration

Simplify setup

Easy-to-use technology guides you through configuration, supports rules and integrates with existing systems.

Improve experiences

Increase customer satisfaction with ease of use, opportunities for immediate purchase and increased quote accuracy.

Reduce costs

Intuitive product search and selection functionality offer clear online guidance to reduce service needs.

Support products

Configured Commerce supports products that require both limited and advanced configuration options.

Product Information Management (PIM)

Manage more

Acquire, validate and manage product information. Simultaneously update multiple products via a grid-like interface, bulk update or multi-edit flows.

Import effortlessly

Import product information and save data mapping logic for future use. Validate data based on configured rules and edit without reimporting.

Customise governance

Create properties and configure category trees with data types and templates, enforce required information and manage parent-child relationships

Client success story

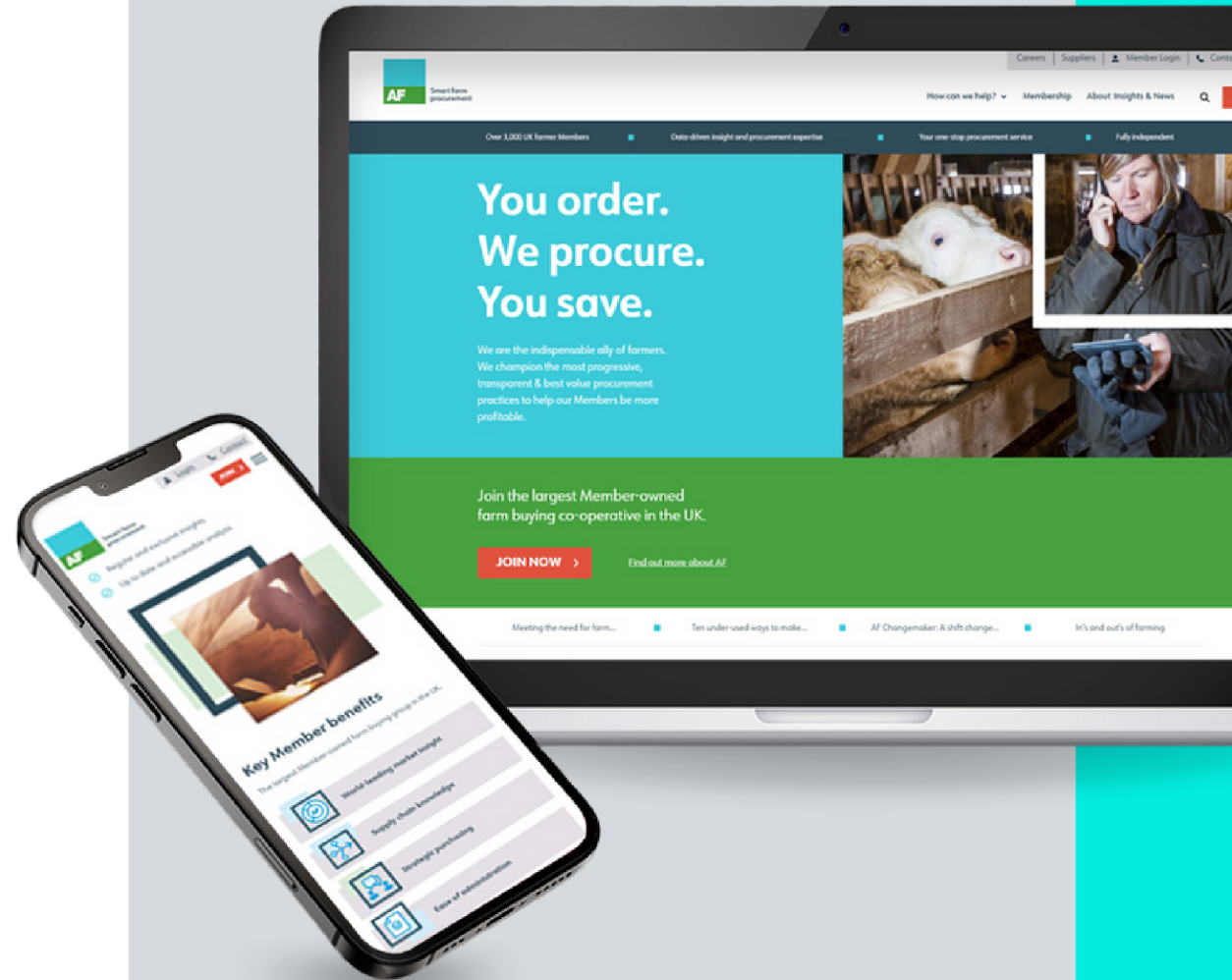
Building a digital platform for smart procurement for the UK's farming and rural business community

AF Group are the UK's largest cooperative for farming and other rural businesses all over the UK. They are owned by their membership and are the indispensable ally of farmers, enabling daily smart procurement alongside providing valuable insights to help them support their business decisions.

The foundation of the solution is Optimizely's Configured Commerce platform with integrations with AF's in-house ERP, leveraging investment in the in-house technology stack

Why Optimizely Configured Commerce?

Key to the platform selection were Configured Commerce strengths over other commerce platforms, in enabling efficient set up and management of complex product groups, pricing models, buying relationships and quotation management, combined with industry leading CMS content management that enables authoring of advisory content as part of the buying process.



Impact & outcomes

The new digital platform is enabling members to quickly find the products they need, place orders and repeat orders efficiently, when they need to, wherever they are and on any device.

The digital product will continuously improve and evolve, delivering new features and capabilities so that Members can access advisory support from AF's team of product specialists when required by utilising the built-in online quotation service – a key strength of the Optimizely Configured Commerce platform.

1 Million	litres of fuel purchased online since launch
18%	of orders are being placed outside of office hours
30%	of orders being placed on mobile devices
12.5	hours saved a week for the team to focus on advisory services



We are delighted with the successful launch of the digital commerce platform and early results and feedback are extremely positive and will enable us to build the digital services our members expect.

And this is just the beginning of the journey. Building on the successful launch of the fuels product line, we are continuing to work in partnership to enable AF Group's long term digital ambitions to deliver Member centric, data-driven and customised digital experiences across their services.

David Horton-Fawkes,
CEO, AF Group



A woman wearing a white hard hat and a grey blazer is smiling and shaking hands with a man in a dark suit. She is holding a tablet in her left hand. The background is a warehouse with high shelves and yellow overhead cranes. A solid cyan vertical bar is on the right side of the image.

**We know that re-platforming
is not a journey to be taken
lightly.**

Our Approach

As an experienced solutions partner with deep experience of working with B2B businesses to deliver successful re-platform projects, we understand that taking your sales model online or re-platforming to a new eCommerce platform can feel overwhelming.

We believe in building the right things right, and at the right time. For complex re-platforming we recommend starting with a minimum viable product (MVP) that will enable you to validate your new B2B eCommerce experiences, address user feedback, and make improvements as you iterate.

With an incremental approach, you can iterate on a small scale, manage your costs, and be confident of your results before rolling out across all products or segments. Let us help you take the first steps towards a successful digital commerce project.

Optimizely Configured Commerce is a great fit for this type of iterative approach with typically many of the features and capabilities needed for a successful launch pre-configured (almost “out of the box”).

Build the right things...

Doing just enough user research to put in place a framework to make better decisions, translating insights into a MVP scope and broader prioritised roadmap, to deliver tangible value rapidly and visibly.

Build them right...

Ensure that all features are developed to best practice approaches, iteratively tested and validated with end users to ensure suitability and desirability.

At the right time...

Ensuring that the programme is appropriately scheduled and features created and deployed when there is the right business case.

Discover and create your digital future

Netcel have vast experience and deep heritage in delivering successful re-platforming projects in the B2B sector. If you want to explore how you can unlock the B2B commerce opportunity with Netcel, we would love to hear from you.

Our range of services include:

- Digital Strategy
- Experience Design
- Technology
- Data & Insights
- Managed Services

Get ready to transform your digital products and experience, visit netcel.com

Ways to contact us:



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