



GUIDE

「NETCEL」  Optimizely

Deliver more
profitable B2B digital
buying experiences
with Optimizely
Configured Commerce

Optimizely Configured Commerce at a glance

Optimizely Configured Commerce has been purpose built specifically to help B2B businesses early in their digital journey. It is designed to help manufacturers and distributors drive efficiency, increase revenue and create meaningful experiences that keep customers coming back for more. It is fully configurable to meet your brand design standards, scalable to your business growth and built with a deep integration architecture that seamlessly connects to your ERP, PIM and other backend business systems.

Configured Commerce is scalable and extensible to meet the changing business needs of B2B manufacturers and distributors. It has been developed for organizations with complex product offerings, multiple sites, and critical business rules and workflows, ecommerce sites built on the B2B Configured Commerce platform provide unparalleled functionality, navigation and rules management.

Say goodbye to manual, time-consuming, error-prone quotes. Make the complicated, simple with built-in capabilities for customer specific pricing. And make it easier for your customers to quickly find what they need, enhancing your brand experience and driving adoption and additional purchases.

B2B Configured Commerce also makes it easy to set up, configure, and manage your product catalogue, no matter how standard or complex the products. And it does all this by seamlessly integrating into your existing back-office systems, then adapting to the ever-changing needs of a growing local, national or international business.

- Scalable and extensible to meet the changing business needs of B2B
- Set up, configure, and manage your product catalogue
- Integrate into your existing back-office systems, then adapt
- Say goodbye to manual, time-consuming, error-prone quotes



Benefits for
your business

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 costplus 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



Features designed to deliver
better experiences for your
customers, team and business



Cart & Checkout

The cart and checkout functionality in B2B ecommerce encompasses a broader scope than simply the transaction. The ability to manage the experience specific to existing approved customers is very different than selling to new customers via credit card to name a few examples. Regardless of your needs and requirements, Configured Commerce is designed to manage the B2B cart and checkout process and make the experience as unique as your business is.

- Abandoned cart emails
- Configurable checkout workflow to manage your customers checkout experience
- Freight calculation
- Guest checkout
- Integration to tax services & payment gateways
- Order and shipping confirmation emails
- Remember me
- Saved credit cards
- Store pickup/will-call
- Subscriptions



Catalogue Management

With Configured Commerce catalogue management, manufacturers and distributors can harness the built for B2B features of the platform to integrate various back-office systems to speed up, automate, and reduce errors in catalogue management. Don't have all the data you need, or in the format you want in your back-office systems? With the robust administration console you can manage catalogues, custom attributes, UOM, catalogue restrictions, and more across multiple sites, and all at once.

- Alternate text on images
- Attribute management
- Category and product data management
- Complex products: bundles, kits and configurable products
- Configurable inventory messaging
- Configure display/hide products for OEM/private label and restricted products
- Customer-specific catalogues, pricing and inventory
- Multiple units of measure
- Product details: documents, specification tabs, videos, multiple images, 360 degree images, etc.
- Shop by brand



Cloud

Configured Commerce Cloud is a digital commerce solution that allows your customers to access the data they need, from any device regardless of where they are. Configured Commerce Cloud includes more native B2B capabilities out-of-the-box than any other solution, giving you the ability to scale and grow without the need to re-platform. The Configured Commerce Cloud infrastructure is fully hosted on Amazon Web Services (AWS), in a controlled PCI-DSS certified cloud environment. Our multi-tenant hosting environment allows us to scale quickly to meet the needs of our customers, and our single-tenant application and database allows you to isolate your data and build out unique experiences. In addition, new features and updates are automatically applied to your Configured Commerce Cloud environment, with the flexibility to schedule your deployments to your production environment.

- Scheduled cloud updates
- Content delivery network (CDN)
- Secure and scalable hosting



CMS

When it comes to managing web content for your B2B ecommerce site, a solution that has robust tools built right in is the most effective. The CMS needs to successfully enable the creation of rich content and support the marketing efforts for an exceptional user experience. With Configured Commerce web content management system, you get an all-in-one solution with the same functionality you would expect to find in an enterprise solution.

- Build out site content and static pages
- Content creation and publication workflow
- Create content for future publication
- Location finder
- Bulk publish and data copy



Marketing

With more B2B capabilities out-of-the-box than any other solution on the market, Configured Commerce was built for B2B and is designed to manage the complexities of manufacturing and distribution companies' marketing goals. Configured Commerce includes a SEO friendly architecture designed to make finding new customers easier, and a guest user experience designed to make checkout a breeze. The solution includes a powerful promotions engine, dynamic cross-sell and upsell capabilities, dynamic product recommendations and so much more.

- Abandoned cart emails
- Canonical and configurable URLs
- Configurable promotions
- Data-driven and/or manual product cross-sell/upsell
- Dynamic product Recommendations
- Email and newsletter management
- Google Analytics and Google Tag
- Manager configuration
- Meta and title tag management (SEO)
- Open Graph tag support
- SEO-friendly architecture
- Share a product
- Sitemap reation
- URL redirects



Integration

Our approach to integration includes an architecture that connects to common data points like ERP's, CRM's Freight Systems, EDI, PunchOut and more. Configured Commerce delivers a full featured Integration solution, right out-of-the-box, without the need for third party integration tools.

- Customer management (integration to ERP)
- eProcurement: PunchOut and cXML interfaces
- Integration job management
- Integration tooling to connect to business systems (ERP, PIM and more)



Personalisation

With powerful personalisation capabilities built for B2B, you can target existing customers by role or industry, or use unique experiences to find and engage new customers. Use dynamic product recommendations to engage prospects with your business, or target existing customers through cross-sell and up-sell capabilities. Take advantage of out-of-the-box capabilities of multiple sites on a single instance to deliver unique experiences by segment, location or even by device.

- Assign customers and roles to users
- Customer-specific catalogues and part numbers
- Build unique experiences by customer segment, geo-location, device, etc.
- Dynamic, data-driven product recommendations
- Localisation: multi-language and currency
- Manage content by language, customer segment and device
- Multi-site on single platform
- Recently viewed products



Search

With Configured Commerce search, you can give your customers the fast, flexible, seamless search experience they expect with a natively integrated Elasticsearch engine. This powerful technology paired with a familiar consumer-like user interface speeds interactions, and creates a better experience for your customers.

- Configurable synonyms, stop words and URL redirects
- Product and category boost/bury, including sponsored products
- Boost customers' previously purchased products
- Web page content search
- Sponsored search
- Search term redirects
- Did you mean
- Stop words
- Configurable auto-correct, fuzzy logic and field-level boost/bury
- Faceting and sorting
- Product comparison



Platform

Configured Commerce Cloud was built for B2B and is designed to manage the complexities of B2B companies' challenging businesses. With a powerful rules engine, an architecture designed to integrate and a modern administration console to manage the solution, Optimizely delivers a powerful, all-in-one commerce solution designed to grow and scale with any size business.

- Administration console
- Administration ODATA APIs
- Complex pricing
- Configurable business logic by site
- Customer and hierarchy management
- Data import/export functionality
- Configured Commerce Cloud admin console to manage platform
- Mobile responsive theme
- Multi-warehouse support
- Responsive UI/UX
- Rules engine
- Salesperson and CSR account management
- Single-Page Application (SPA)
- Site copy
- Storefront RESTful APIs
- User management and role permissions



Quick Order

Configured Commerce is designed to manage the complex purchasing challenges of the B2B buyer including increasing conversions on quotes, ordering from order history, or making it easy to order directly from a list. Configured Commerce is designed to make it easy for your customers to make the purchases they want and drive more orders and engagement with your business.

- List management: user-specific and collaborative
- Quick order and order upload
- Reorder from order history
- Saved carts



Self-Service/My Account

Configured Commerce is built to support the needs of your customers and their ability to access the information that is relevant to them, on their own terms. From managing their account settings or user administration to reviewing order and invoice history, and everything in between, Configured Commerce makes your customers' jobs easier. Optimizely empowers your customers to do their jobs on their terms, and frees up your teams to serve the customers in the best means possible.

- Invoice history
- Order history with shipment information
- Return request/RMA
- User administration



Workflows

Configured Commerce is designed to support the unique workflow requirements that are common in manufacturing and distribution companies and their customers. Configured Commerce gives manufacturers and distributors the ability to manage project budgets, request quotes and order requisition, and so much more.

- Budget management
- Order approval
- Order requisition
- Request for quote



A partner with end-to-end digital product capabilities to help you to transform and evolve your business.

We are experts in Optimizely and have a strong heritage in successfully delivering re-platforming projects for B2B businesses, that deliver sustainable outcomes.

Our proposed approach will drive you forward, to get you further faster:

- Delivering value from the outset – you'll never be more than one sprint away from tangible outputs and demonstrable value.
- A data and technology enabled experience – combining insights and technology to build a desirable, feasible, and viable solution to maximise your investment in digital.
- Discovering and building, as we go – to manage risk through the process of iterative learning and experimenting to be confident we are making the right decisions.
- Starting small to scale – MVP and optional phased rollout will set the foundations to learn and improve the digital product based on in-market user feedback.

Our Approach

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.



Next steps

Taking the first step on your digital transformation journey...



Get in touch

Give us a call or drop as an email. Our friendly Relationship Manager, Caroline, will be in touch to find out more about how we can help your business.



Book a consultation

Caroline will help to arrange an initial consultation between your team and ours. During the consultation, you will speak to our digital experts who take a deeper dive into the ways we support you on your digital journey. To ensure you get the most suitable solution for your digital product.



Research & Proposal

To understand the real-world investment, value, potential uplift and savings you could achieve through a DXP re-platform, we recommend a half-day workshop with key stakeholders from both our teams to collaborate and build out a value model between us. We find this is a highly effective way to establish an appropriate level of investment and understand the true benefits and value it could realise.



Move forward to the next step

Once we have established a solid business case for a re-platform together, its over to you and your team to review and decide if you want to partner with Netcel to achieve your vision.

Discover and create your digital future

Netcel is a leading digital product consultancy, helping organisations discover, create and improve digital experiences. We create intelligent digital products using the power of insight, design thinking and market leading Optimizely DXP technology.

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:



hello@netcel.com



020 3743 0100



netcel.com/contact



@netcel



NETCEL

Optimizely