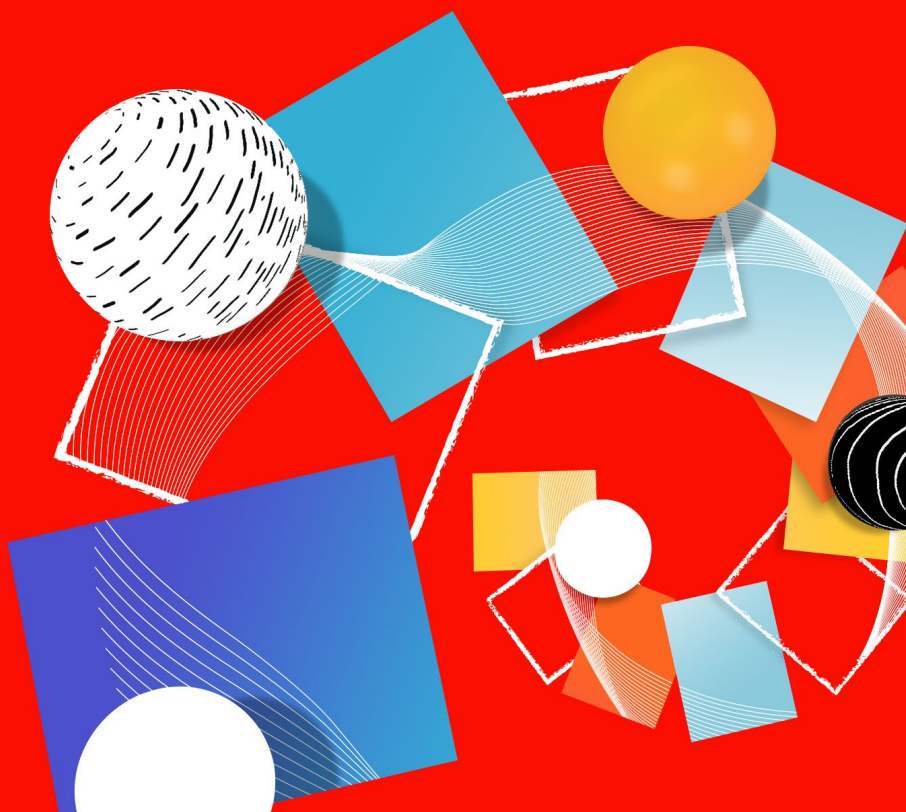
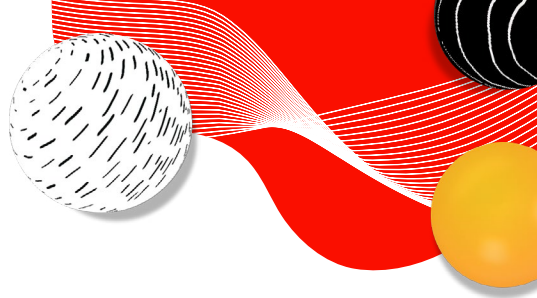




One platform to rule them all.

Enjoy the advantages of a single platform





The lines between B2B and B2C commerce are blurring.

A growing number of B2B companies are getting into B2C e-commerce. According to Forrester, online B2B sales in the U.S. have more than doubled online retail sales, and B2C companies want a piece of it. So they're adding wholesale storefronts to diversify and grow their sales, and even creating custom product lines for corporate use.

And the opposite is also true: B2B companies are selling direct to consumers in growing numbers. It's both a new source of revenue and a great way to understand how people use their products and how they could be improved. The end results are better products and more sales for the company and its distributors.

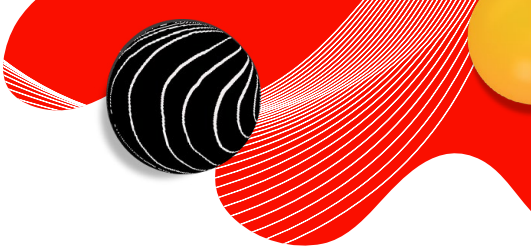
Whether you are adding or modernising your B2B or B2C e-commerce platform, this eBook identifies five reasons why choosing a hybrid platform with strong B2B and B2C functionality gives your enterprise the greatest business agility to meet changing customer expectations.

1 Focus on growing, not managing technology.

Running two separate e-commerce platforms — one for B2B and one for B2C — can lead to duplication of effort and systems, as well as wasted budget. As digital continues to disrupt industries, there is a growing set of shared capabilities needed across B2B and B2C, especially when it comes to delivering a better commerce experience. For example, both may require back-end integrations to a CRM, ERP, content management system or personalisation capabilities. Using one system to house both your B2B and B2C business is simply more efficient not just operationally, but also for delivering the best experience possible.

2 You'll be ready for anything.

Digital commerce has reduced the barriers to entry into all markets. Many B2C companies are forming direct relationships with businesses. And many B2B companies are tapping into the large and lucrative B2C space. Take [GoDirect Trade](#), the aviation marketplace by Honeywell, for example. By using a hybrid platform, they were able to revolutionise the antiquated aerospace parts buying process with a consumer-friendly interface that appealed equally to corporations and private hobbyists. With so much change and disruption in today's markets, you need all the flexibility you can get. A hybrid platform keeps your options open and makes it easier to explore new business strategies whenever you're ready.



3 You'll get a jump on the competition.

Adding a new B2B or B2C model can take time, especially when you need to configure a new e-commerce platform or add extensive customisations to your existing one. But if you have a hybrid platform, you can get to market and make your time to value much faster. Instead of buying a new platform or building new features, you can “flip a switch” and start configuring products and processes with easy-to-use, pre-built components. This makes it quick and simple to roll out new brand or product lines in any market.



A hybrid platform not only gets you to market faster, but also gives you greater agility to capitalise on the next technology disruption to your industry.



4 You'll stand out.

Some B2B-only platforms are built with a B2B aesthetic. This means they lack some of the “consumer-like” features that both B2B and B2C shoppers expect, like rich content, fully mobile visual merchandising, personalisation, etc. But those things alone don't work anymore. B2B buyers require a high-quality digital experience when visiting B2B sites online. According to Think with Google, nearly half of B2B buyers and researchers are now millennials and they overwhelmingly prefer a more modern digital experience.



46%

of B2B buyers and
researchers are
now millennials.

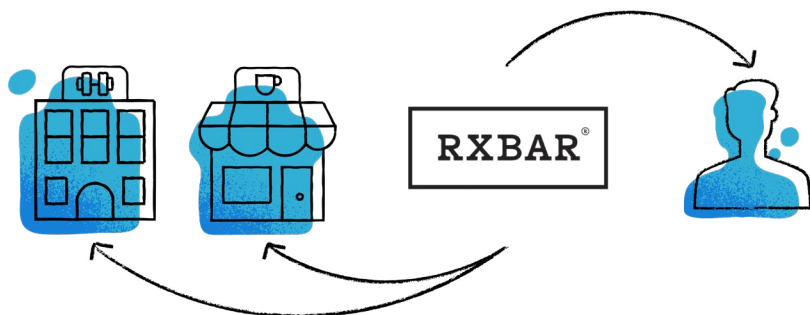
A platform vendor with roots in both B2B and B2C commerce will offer a common architecture with shared content and design elements. This means you can easily craft your B2B experience to include the consumer-like features B2B buyers want while providing a consistent brand experience across all your sites. Since

B2B customer experience index ratings tend to lag behind those of B2C companies, according to McKinsey, an easy-to-use digital experience will help your B2B brand stand out.

5 You'll keep your product catalogue under control.

When you have multiple e-commerce platforms, you end up with multiple product catalogues. This means you need to maintain two sources of product data and keep them synchronised. Hybrid B2B and B2C systems offer unified catalogue management so you can keep track of all your products in one place. Certain products can be turned on and off for B2B and B2C buyers. And managing inventory also becomes much easier. Like when [RXBAR began selling direct to consumers](#), rather than the gyms and coffee shops they were used to, they didn't need to use two inventory databases to separately house every product flavour and SKU. Instead, they used a hybrid platform that provided different front-end experiences for B2B and B2C while keeping a single streamlined product catalogue on the back end.

Hybrid B2B and B2C systems offer unified catalogue management so you can keep track of all your products in one place.



Key takeaways

1

You won't end up with two platforms:

A hybrid platform is easier to manage and offers a 360-degree view of your enterprise.

2

You'll get a jump on the competition:

A hybrid platform can dramatically reduce time to market.

3

You'll stand out more:

A hybrid platform can support a more "consumer-like" user experience and help your enterprise stand out.

4

You'll be ready for anything:

A hybrid platform gives you the flexibility to quickly adopt new business strategies and models, now or in the future.

5

You'll keep your product catalogue under control:

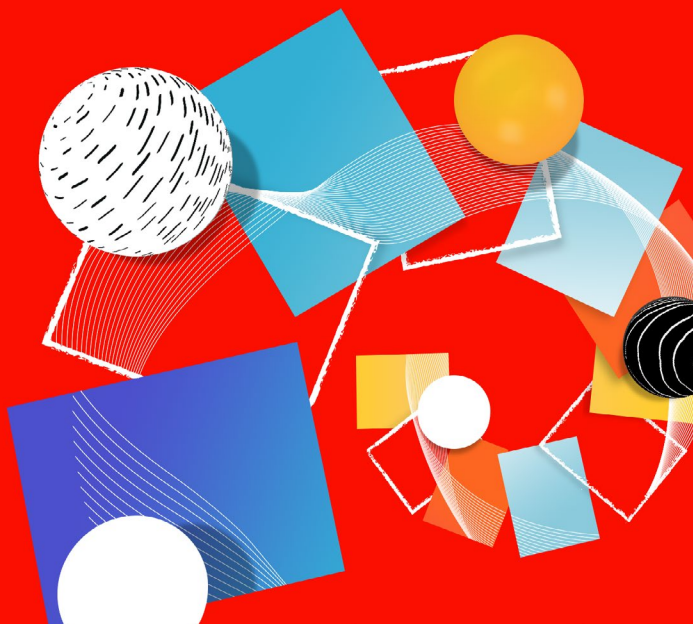
A hybrid platform keeps product management simple.



About Adobe Commerce Cloud

Adobe Commerce Cloud, part of Adobe Experience Cloud, makes every brand interaction personal and every experience shoppable. Built on Magento Commerce, Commerce Cloud deeply integrates with Adobe Analytics Cloud, Adobe Marketing Cloud and Adobe Advertising Cloud. Tailored to the needs of global B2C and B2B companies to support multiple brands, sites and countries, and to orchestrate commerce across every channel, Commerce Cloud provides a highly customisable and scalable end-to-end platform to manage, personalise and optimise the commerce experience across every touchpoint.

[Learn more](#)



Sources

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