Building better experiences— and bigger profits.

**How B2B businesses are thriving after transformative investments in e-commerce.**

B2C-like experiences: the future of B2B sales.

If you have a successful B2B organization, you may not want to change anything. After all, why tamper with success? But long-term growth requires investment in the future, and seamless and intuitive customer experiences are the future of B2B sales.

According to *Digital Commerce 360*, in 2018 electronic channels accounted for 50.7 percent of total U.S. B2B sales, estimating more than $1 trillion. But many B2B companies are operating on aging solutions that aren't flexible enough to meet changing demands or accommodate growing profits.

Businesses with a long and successful history of offering scaled-down online purchasing options may hesitate to try something new. Costs may also be a concern. But buyers are looking for fast, efficient, and integrated commerce experiences like the ones they see in retail. The bottom line? There is still a major growth opportunity in e-commerce for B2B companies.

This eBook looks at how three businesses invested in B2B e-commerce and won big.
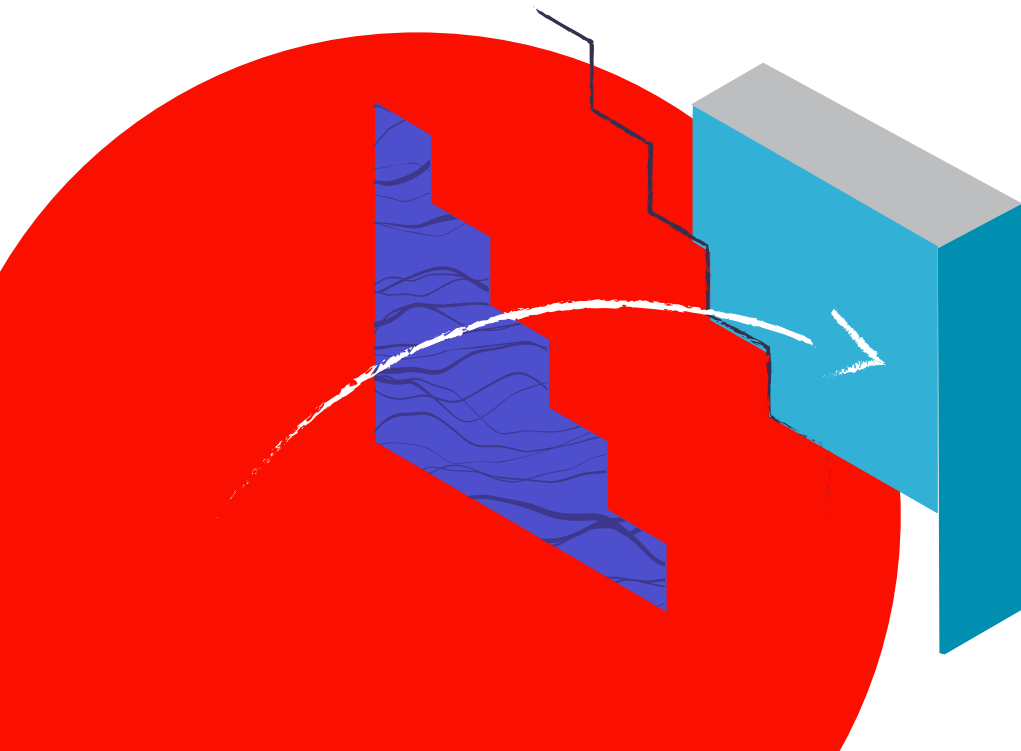
# Watsco: a bigger investment in e-commerce delivers big growth.

Watsco is an HVAC supplier that sells to businesses of all sizes, including some of the world's largest. They have more than 500 physical locations worldwide. Six years ago, their management team began searching for a new way to grow. In the process, they took a closer look at their small, inflexible e-commerce store. They decided to invest in a modern and scalable e-commerce platform as a way to grow their business.

Their four divisions used Adobe Commerce to blend online and offline commerce into one consistent experience. Their contractor customers can now easily place orders from job sites as well as check product warranties and availability. They also have the flexibility to buy online and pick up products in branch locations or schedule a convenient delivery. Their Baker Distributing division took customer experience to the next level, adding personalized customer search and product browsing using the combined knowledge of a buyer's history and stock available in the immediate area.

After almost five years of e-commerce, Watsco's online sales are $1.4 billion. Watsco is always looking for ways they can use technology to help their customers, from cutting delivery times to developing new apps for contractors.

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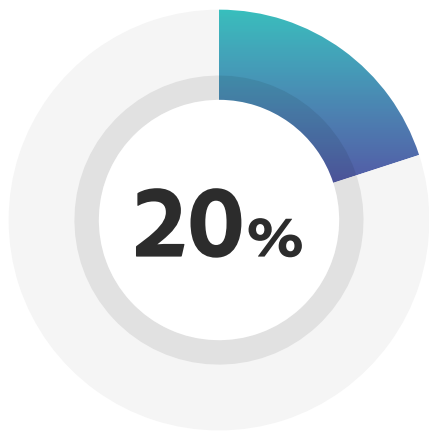
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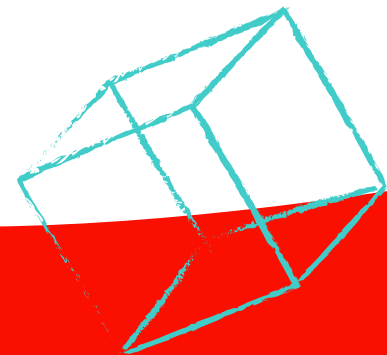
# JCB: an online parts catalog increases repeat orders.

JCB is one of the top three manufacturers of construction equipment in the world. They produce over 300 types of machines. And their parts catalog includes more than 250,000 SKUs. Not surprisingly, one of the biggest challenges for JCB's dealers and customers was finding the right parts. It often required multiple calls to a salesperson or a visit to a dealership.

JCB decided to put its parts catalog online to help customers find the right parts and buy them virtually. To create an easily searchable online product catalog, they chose Adobe Commerce.

A range of features were introduced, including a "parts finder" which allows customers to search products by serial number, part number, or model—regardless of product age. A "this part fits" functionality was created, a bespoke integration that connects JCB's catalog to Adobe Commerce, so customers can enter a part number to see if it fits their machine. Parts diagrams and image zoom were added to reassure customers they're choosing the right part for their particular forklift or tractor, while an IP lookup customizes the information, producing location-specific pricing and languages.

20%

20% of today's new online JCB customers become repeat customers.
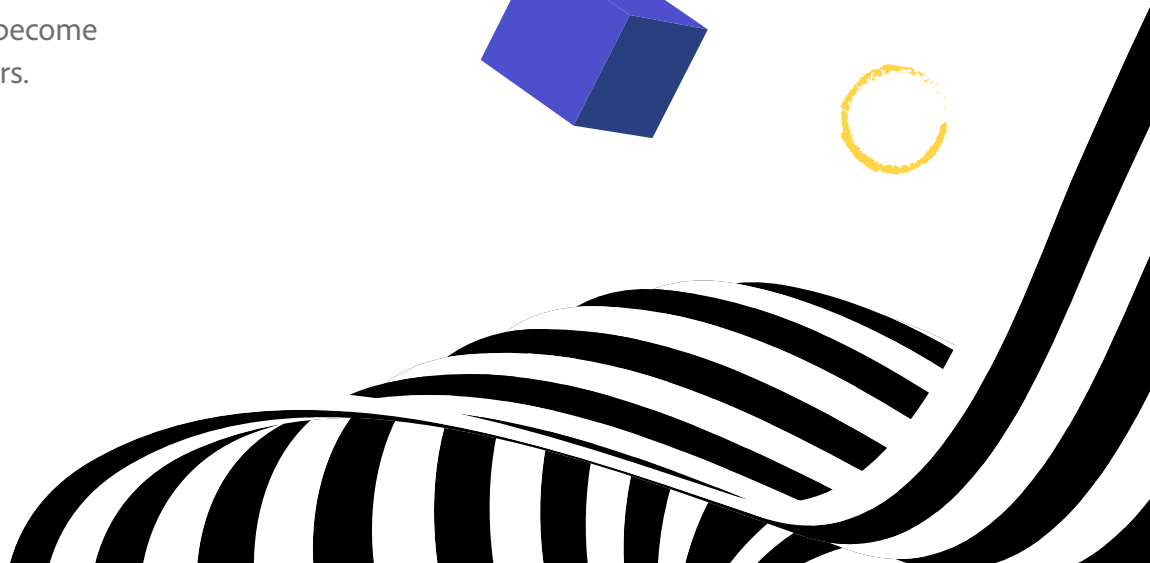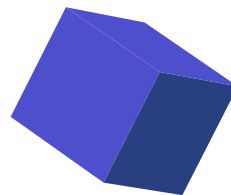
Festo: a modern app store experience fuels a global software business.

Festo is a German-based company with a formidable turnover of $3.6 billion. With 20,000 employees all over the world, the company is a leader in factory automation. Their original business model was selling high-tech hardware to factory owners. That was hugely successful, but they wanted to do more.

Last year, they started a software business to help factory owners use artificial intelligence, robotics, machine learning, and more to enhance their physical plant components. In other words, they wanted to sell apps. And the best way to sell apps is from an app store that provides a familiar, consumer-like buying experience, of course.

Using Adobe Commerce, Festo built "Festo App World," a modern app store that's easy for customers to use and the company to manage. It supports both app sales and subscriptions. They created a prototype on Adobe Commerce in just six weeks and then rolled it out to 20 countries.

Multi-store capability enabled Festo to easily operate various country-specific platforms with different languages, currencies, and tax rates, while meeting local requirements. With one Adobe Commerce instance and one central admin, technical and administrative oversight is easy. And it's bringing Festo more sales—and lower costs.
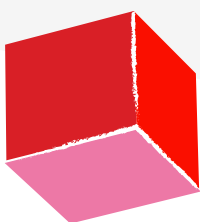
Time to Market: 6 weeks   **Countries Served:** 20+   **Key Benefit:** A faster, more seamless software shopping experience for customers.

Key takeaways

- An investment in an e-commerce platform is just as important as an investment in new equipment, office space, or employees.

- E-commerce can help you do more business with existing customers.

- E-commerce can help you expand your reach into new lines of business.

Adobe can help.

Adobe Commerce is the world's leading digital commerce platform. With Adobe Commerce, you can build engaging shopping experiences for every type of customer—from B2B and B2C to B2B2C .It's built for enterprise on a scalable, open-source platform with unparalleled security, premium performance, and a low total cost of ownership. Businesses of all sizes can use it to reach customers wherever they are, across devices and platforms, including marketplaces. It's more than a flexible shopping cart system. It's the building block for business growth.

Sources

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Adobe