Adobe Commerce is perfect for B2B sellers for 10 reasons.

Grow your B2B commerce operations and save more by upgrading today.

Adobe Commerce helps B2B sellers compete and win online.

Since the pandemic, demand for ecommerce from business-to-business (B2B) buyers has increased steadily and rapidly. A Digital Commerce 360 report revealed that sales on B2B ecommerce sites grew by 10 percent—to $1.39 trillion—in 2020. And this figure will almost certainly keep rising as the average age of B2B buyers continues to drop. According to TrustRadius 60 percent of all B2B technology buyers are millennials (aged 25–39), and 2 percent are from Generation Z (24 and younger).

10%
growth was seen in B2B ecommerce site sales in 2020.

60%
of B2B technology buyers are millennials (and 2% more are Generation Z).

Meanwhile, business buyers of all ages are spending more time online, especially on supplier websites. TrustRadius also reported that more than half of B2B buyers have identified vendor or product websites as one of the top sources of information they use during the purchase process. And the quality of the website experience is more important than ever: The same report found that nearly 90 percent of business buyers want to self-serve all or part of the buyer's journey, and 57 percent will make purchase decisions without ever talking to a sales rep.

90%

of business buyers prefer a self-serve buyer's journey.

57%

make purchase decisions with no sales rep input.

To succeed in this increasingly digital-first marketplace, you need a feature-rich ecommerce platform that is also agile and easy to scale. In our experience, this can be difficult to achieve when you're running Magento Open Source—the open-source version of Adobe Commerce—which typically requires custom development and has multiple extensions to maintain.

Upgrading to Adobe Commerce is an investment in the future of your business that can yield big rewards over time. This eBook offers 10 reasons B2B sellers should move from Magento Open Source to Adobe Commerce.

1. Adobe Commerce has essential B2B functionality built in.

B2B commerce is more complex than business-to-consumer (B2C) for several reasons. First, you're typically selling to a small group of large, often idiosyncratic business buyers rather than to thousands or millions of more predictable individual consumers. In many cases, you'll need to offer custom pricing and product catalogs for each customer, often with tailored purchase agreements. Moreover, most buyers only have so much purchasing authority. Beyond a certain point, their requisitions require supervisor approval prior to submission, which can result in complex workflows.

If you use Magento Open Source, you probably do a lot of custom development to deliver a workable digital commerce experience for your B2B buyers. Adobe Commerce, on the other hand, comes with a full set of built-in B2B features:

- AI-powered product recommendations
- AI-powered intelligent search
- Customer-specific product configurations and price calculators
- Customer-specific product catalogs
- Customer-specific pricing
- Support for approval workflows
- Support for purchase orders
- Multichannel sales and order management

These features can help you sell to businesses without maintaining a ton of custom code—and they've all been tested and vetted in the marketplace.
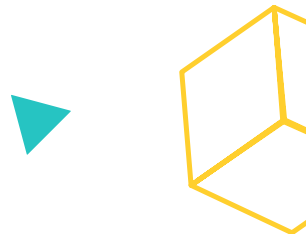
2. Adobe Commerce can support your hybrid business model.

Business models are changing, which adds another layer of complexity to the mix. A growing number of B2B sellers offer direct-to-consumer (D2C) sales as well. According to Diffusion PR's 2021 Direct-to-Consumer Purchase Intent Index, 43 percent of today's US consumers are familiar with D2C brands—and 69 percent of them have made at least one purchase from a D2C brand in the past year.

43%
of US consumers are familiar with D2C brands.

69%
of them made at least one D2C purchase.

This kind of hybrid business model brings many benefits:

- Gaining improved insights into customer product preferences and purchasing motivations
- Raising your brand's profile within your given marketplace
- Growing additional revenue, especially around peak seasonal shopping periods

However, managing online B2B and B2C storefronts at the same time isn't easy, especially if you don't have a commerce platform that supports both models. Doing this with Magento Open Source requires extensive—and expensive—custom development. Adobe Commerce, on the other hand, is ideal for hybrid businesses as it allows you to:

- Simplify your commerce technology stack, streamlining maintenance processes using fewer team members

- Manage multiple stores and product listings from a single back end

- Introduce new B2B and B2C products to market quickly and efficiently

- Provide both B2B and B2C customers with a consistent, branded experience

- Optimize business strategies by unifying data across all your commerce operations

44% of US consumers believe D2C brands produce a higher quality product at a lower price point than traditional competitors, says Diffusion PR.
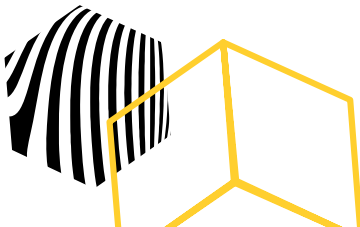
3. Adobe Commerce plays nicely with Amazon Business.

Amazon was a major beneficiary of business buyers' growing interest in shopping online. Amazon Business' global revenues reached $25 billion in 2020, and the company now serves more than 5 million businesses worldwide, according to MDM.

Not surprisingly, many B2B companies are adding Amazon Business as a new sales channel. However, managing Amazon sales alongside your digital commerce sales can be time-consuming. You have to maintain separate sets of product content, imagery, and unique pricing, as well as manually integrate data from Amazon with data from your website.

The great news is that, because Adobe Commerce is integrated with the Amazon Business back end, you can automate updates to product information, pricing strategies, and more. If you're not on Amazon Business, this assessment can help you figure out if you should be.

4. You can build an Amazon-like B2B marketplace on Adobe Commerce.

Amazon Business isn't the only marketplace that serves business buyers. More narrowly focused, interest-specific marketplaces for B2Bs are multiplying, and they are helping B2B companies create new digital channels for regional and family-owned distributors and resellers. According to Gartner, at least 70 percent of enterprise marketplaces will serve B2B transactions by 2023.

70% or more of enterprise marketplaces will serve B2B transactions by 2023.

The good news is that building a marketplace may be easier than you think, and a growing number of B2B businesses are already taking the initiative. While you need specialized software to run your marketplace, you also need a high-quality commerce platform equipped to deliver a great user experience.

The flexibility, security, and rich feature set of Adobe Commerce makes it an excellent foundation for a dedicated digital marketplace. It also works seamlessly with a wide range of marketplace software packages. Magento Open Source, however, requires much more extensive customization to work with a marketplace model.

29% average annual revenue lift is achieved by companies that use Adobe Commerce, according to IDC research.

5. Adobe Commerce delivers high ROI.

By and large, upgrading to Adobe Commerce is an excellent investment. According to IDC research commissioned by Adobe, companies that use it achieve an average annual revenue lift of 29 percent. Stax research for Adobe suggests companies that have made the switch have achieved an average ROI of 165.3 percent in just three years.

This ROI is derived from the following benefits:

- 16 percent rise in conversion rates
- 25 percent increase in site traffic
- 29 percent gain in mobile revenue
- 5 percent higher average order value (AOV)
- 61 percent lower content creation costs
- 93 percent less downtime
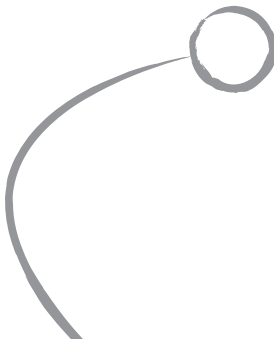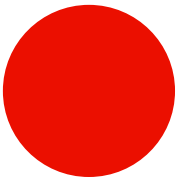
# 6. Adobe Commerce works with your ERP software.

Connecting your ERP solution with your digital commerce platform can give your customers a better experience while providing you with valuable business intelligence. When your ERP software has access to online sales and customer data, it provides a more complete picture of your overall business performance.

Adobe Commerce works with popular ERP systems like Microsoft Dynamics, NetSuite, and SAP One. And many proven, pre-built ERP connectors are available for Adobe Commerce. This is less true for ecommerce platforms built around Magento Open Source. You may have to make extensive customizations to off-the-shelf connectors—or even build your own.

Why is an ERP connection important?

When your commerce platform is connected to critical information stored in your ERP system, customers can access all their brand interactions from a centralized account management portal. This is exactly what customers want, and it will reduce inbound service queries.

In addition, your online store will display the latest product availability and pricing information, so customers won't order out-of-stock products or be charged the wrong price.
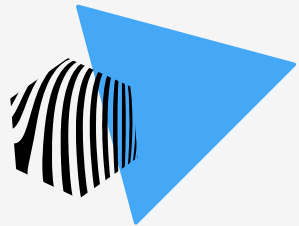
7. Adobe Commerce delivers a superior mobile experience.

Now that more business buyers are working at home—on their couches, in their yards, and so on—delivering a great mobile experience is even more critical for B2B companies. Yet many B2B firms still struggle with mobile, either relying on imperfectly responsive web pages or making big investments in mobile apps that can be costly and time-consuming to maintain.

Adobe Commerce, like Magento Open Source, offers mobile-first design and includes PWA Studio, a developer friendly tool for building Progressive Web Apps (PWAs). At a high level, PWAs provide a flexible, responsive web design with an app-like interface. They also deliver a rich app-like experience that can access push notifications and other mobile phone features in a web browser.

Unlike Magento Open Source, Adobe Commerce lets you build PWAs around rich, built-in functionality such as a complete suite of B2B selling features, AI-powered product recommendations, visual merchandising, and more.
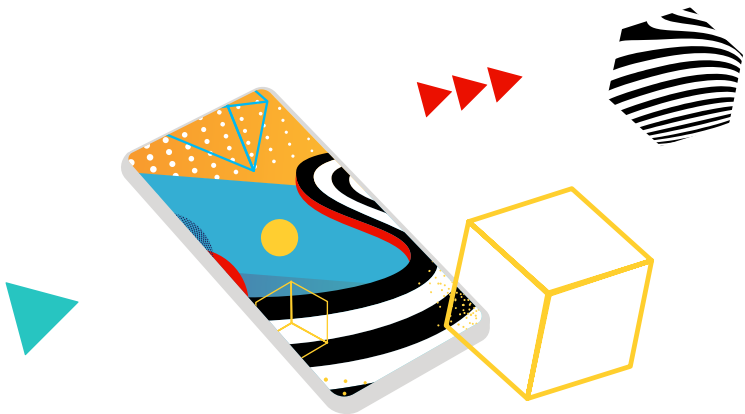
8. Adobe Commerce helps you get to market faster.

Adobe Commerce is designed to be easy for developers to work with, so you can build customizations more efficiently and get to market faster. IDC research commissioned by Adobe suggests that businesses using Adobe Commerce deliver new features in 67 percent less time and new customer-facing services in 64 percent less time. Overall, Adobe Commerce users launch 32 percent faster than average.

67%

less time is needed for businesses to deliver new features using Adobe Commerce.

32%

faster than average launches are achieved by companies using Adobe Commerce.

Adobe Commerce also helps you get to market faster by allowing you to consolidate extensions and custom modules. If you're running a B2B organization on Magento Open Source, you may have 50 or more extensions in play. When you upgrade to Adobe Commerce, its built-in B2B features often mean you can discontinue many of your current extensions. Plus, because many more extensions are available for Adobe Commerce, you can often buy an extension instead of scoping and commissioning a custom development project.

9. Its architecture is modern and secure.

As more B2B businesses do more online, digital security has become top of mind. TrustRadius reported that 33 percent of B2B buyers spent more time researching technology products in 2020 than they did before the pandemic—and 49 percent said they spent time doing extra research to ensure products meet their data security requirements.

33%
of B2B buyers spent more time in 2020 researching technology products than pre-pandemic.

49%
of B2B buyers did extra research to ensure those products would meet their data security needs.

When you run a highly customized environment based on Magento Open Source, keeping your ecommerce store secure becomes more complicated. While you get security patches, you have to ensure they work with your homegrown code and many third-party extensions. It's a lot of work, and it will only get harder as your site grows over time.

Upgrading to Adobe Commerce can make it easier and less time-consuming to secure your site. Because you'll have fewer extensions and less custom code, security becomes much simpler. It's built on a modern, secure architecture, and our support team can answer any security-related questions from your team ASAP.

10. Adobe Commerce can scale.

Now that ecommerce has become a critical source of revenue for B2B companies, scalability is a major concern. If you run Magento Open Source, you manage and maintain your own infrastructure and related resources, which can be both complex and costly. In addition to maintaining, securing, and monitoring servers, network infrastructure, and more, you likely work with multiple vendors and keep track of numerous support contracts and warranties.

When you upgrade to Adobe Commerce, you can take advantage of many cloud-based benefits:

- **Performance guarantees.** You get aggressive performance SLAs that may be better than you can offer internally.
- **Capacity on demand.** You can easily ramp up or down based on your needs without investing in new on-premises hardware.
- **Results-based pricing.** You pay not by server cores but by gross merchandise volume (GMV)—how much you sell on the platform—which mitigates your risk of paying for capacity you don't actually use.

Take the next step.

Learn more about how Adobe Commerce can simplify your experience and benefit your business.

Adobe Experience Cloud

Adobe Experience Cloud is the most comprehensive suite of customer experience management tools on the market. With solutions for data, content delivery, commerce, personalization, and more, this marketing stack is created with the world's first platform designed specifically to create engaging customer experiences. Each product has built-in artificial intelligence and works seamlessly with other Adobe products. And they integrate with your existing technology and future innovations, so you can consistently deliver the right experience every time.

Adobe Commerce

Adobe Commerce is the world's leading digital commerce solution for merchants and brands. 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 marketplaces. It's more than a flexible shopping cart system. It's the building block for business growth.

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