Hybrid *growth factor.*

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

More and more of today's businesses are breaking out of their boxes. They are blending B2C and B2B business models in new and innovative ways. Consumer brands are becoming wholesalers and are selling direct to big companies. And B2B brands are adding direct-to-consumer stores and giving their small business customers a more "consumer-like" experience.

Whether the new business model you're adding is B2B or B2C, changing lanes isn't easy. B2B companies need to learn how to delight their customers. And B2C companies need to understand the complexities of B2B selling.

The good news is that many companies have adopted a hybrid business model and achieved tremendous success. What do most of these organizations have in common? A willingness to innovate and an e-commerce platform that supports both B2B and B2C sales.

This eBook looks at three companies that are succeeding with hybrid business models and Magento Commerce.

B2B really is *different.*

Many B2C businesses are eager to enter the multi-trillion-dollar B2B marketplace. But the complexity of B2B e-commerce can be a shock to people who've spent most of their lives in the B2C world.

Here are just some of the ways in which B2B e-commerce is different:

- Initial B2B sales cycles are frequently longer and involve more people.

- B2B customers often reorder the same products again and again (and again).

- B2B customers often need a custom price quote before they buy.

- Business purchases may require purchase orders and other extra steps like approval from procurement.

- Businesses may have very specific shipping requirements that vary by location.

- Businesses may require more detailed invoices and other documentation.

- Many businesses expect their own product catalogs and pricing.

- Different types of businesses may be subject to different tax rates.

Many B2C businesses are eager to enter the multi-trillion-dollar B2B marketplace.

Building customer loyalty with *motorists and local garages.*

Unipart is delivering an e-commerce solution to help Britain's motorists manage almost every aspect of their vehicle's servicing.

The automotive parts business is Unipart Group's heritage—but it has reinvented itself several times to maintain a competitive advantage. With over 7,000 employees and revenue of nearly $1 billion, it's one of the largest UK privately owned companies.

Unipart wanted to offer both car owners and fleet managers an easy way to maintain their vehicles. They developed a plan to create a Magento-powered web platform to open a whole new world for customers and garages. The Unipartner.co.uk website serves two distinct customer groups:

- Individual motorists who book garage services directly online.

- Business-to-business (B2B) service partners who are part of a network of independently owned garages.

This allows Unipart to directly cater to B2C customers while driving business towards local service partners who use their parts.

This platform from Unipart makes it easy for car owners to enter their license plate and location and select a garage to book a service. Car owners can even book from the roadside on their mobile devices. Garages receive jobs with just a few clicks, 24/7, 365 days a year. On their own separate backend dashboard, garages can log-in to see their customer bookings, accept or decline jobs, and maintain their custom prices for services. The garages can also populate and update their own profiles and images.

Magento Commerce: A solution "way ahead"of the rest.

Unipart found Magento Commerce was "way ahead" of the other solutions they considered, both on flexibility and integration costs. The implementation timeline for the Unipart project was five months. The website platform launched as planned. Their single integrated system created a new level of accuracy for product and customer information. And the Magento ecosystem was "a huge advantage" in keeping up with customer expectations.

Since launching, Unipart has seen huge results:

- Website traffic increased by 40 percent showing a definite migration for customers to the new digital platforms.

- 50 percent fewer phone calls and faxes and a 75 percent increase in online orders.

So impressed was the Unipart Group with Magento Commerce that they are now considering implementing the platform for other areas of their

Company: Unipart

- **Requirements: To serve two distinct customers groups— individual motorists and independently owned garages.**

- **Solution: Magento Commerce**

- **Results: Seamless booking of garage services helped increase online orders by 75 percent.**

Bringing high tech to *businesses and consumers across Asia.*

The Asia Pacific division of HP Inc. is an electronics innovator, specializing in PCs, printers, and accessories.

As one of the leading manufacturers of personal computers and print devices, HP Inc. has huge commerce implications. Their Asia-Pacific division sells online and in store, and their customers include consumers as well as small and medium businesses and employee purchase programs. In other words, they have a hybrid business model spanning B2B and B2C.

HP Inc.'s Asia Pacific division decided to migrate to Magento Commerce because it offers hybrid B2B and B2C, is global-ready, and includes multichannel functionality. The main goal for HP Inc. was to create one Magento instance to support multiple stores across different regions and countries globally. They wanted a flexible structure to allow them to control the overall e-commerce elements, while empowering regions and countries to meet the individual, local market needs of their customers to

Magento Commerce: One platform for B2B and B2C commerce in five countries.

Using Magento, HP Inc's Asia Pacific division powers web stores across five countries. All these regional web stores share the same "HP Universe" back end, comprising omnichannel functionality, project management, content strategies, and customer 360 integration.

This common back end provides a consistent brand experience and user-friendly management options while allowing each country to make customizations to meet local requirements. For example, the India site successfully tested a "click and collect" program ultimately adopted by 600 local stores. And Hong Kong connected e-commerce to retail point-of-sale systems, allowing online booking for in-store demos.

Company: HP Inc. (Asia Pacific)

- **Requirements: A hybrid e-commerce platform combining B2B and B2C features as well as support for multichannel sales and local commerce.**

- **Solution: Magento Commerce**

- **Results: 600 stores now participating in the "click and collect" program.**

Five countries have rolled out hybrid commerce with Magento. More are coming soon.

Reducing complexity and *increasing loyalty.*

Steelcase sells highly customized office furniture designed to help people reach their full potential.

Founded in 1912, Steelcase makes and sells highly customized office furniture designed to help people reach their full potential. Their products are built to order, with a truly mind-boggling 25 quadrillion possible SKUs. And they sell them through an extensive network of dealers that reaches everyone from individual consumers to enterprises.

While Steelcase was initially an early e-commerce adopter. The launch of their Magento Steelcase e-commerce platform was planned in three phases. The first phase was geared toward individual consumers—roughly 10 percent of their e-commerce business. This set the operation's core functionality. The second phase was focused on B2B customers, who require standard website and checkout experiences. The third phase addressed the more technically complicated electronic procurement, or e-procurement, aspects of their B2B business, that accounts for nearly 90 percent of their B2B business. This would be the main challenge.

Magento Commerce: A built-to-order experience to sell built-to-order furniture.

Steelcase chose Magento Commerce because it's extremely flexible and offers a wide range of B2B and B2C functionality. Steelcase created a whole new customer experience that revolves around these principles:

- **A visual product configuration engine for all customers.** Using a simple interface, both shoppers and buyers can select a base chair type and customize elements like color, fabric, arm type, roller type, and so on. Buyers then see a preview of their personalized chair with 3D visualization.

- **Customer-specific sites where B2B buyers can make purchases.** On these sites, individual buyers answer questions to generate a custom product catalog based on their needs and locations as well as product availability. Automating the order process has minimized errors and dramatically sped up the product selection process.

- **Support for punch-out purchasing.** "Punch-out" purchasing lets B2B buyers start from their internal e-procurement systems, like SAP and Ariba, and seamlessly "punch out" to the Steelcase web store where they can browse, search, and choose products to buy. When they're done, their shopping cart is automatically passed back to the e-procurement system where the sale is approved and becomes a purchase order.

Company: Steelcase

- **Footprint: 25 quadrillion SKUs, thousands of B2B sites in development, 90 percent of B2B sales from e-procurement.**

- **Requirements: Replace an out-of-date e-commerce solution with a modern, flexible, and hybrid platform with B2B and B2C capabilities.**

- **Solution: Magento Commerce**

- **Result: A foundation for thousands of custom sites.**

Choosing a
hybrid platform.

Ten questions to ask when you're choosing a hybrid e-commerce platform:

- Does your platform have a complete feature set for both B2B and B2C business models?

- Can your platform run B2B and B2C web stores from a unified product catalog?

- Does your platform support multichannel sales and order management?

- Does your platform allow mobile-first development?

- Does your platform offer no-code page development tools?

- Can your platform scale to handle spikes in traffic during peak periods?

- How can you customize the user experience for customer segments?

- Can you get analytics from multiple storefronts?

- Does your platform have a large developer community and many pre-built extensions to quickly add features?

- Is there a large, global network of solution partners?

Learn more at Adobe.com/Commerce.

Adobe can help.

Adobe Commerce Cloud is built on Magento Commerce and comprises products from Adobe Analytics Cloud and Marketing Cloud. This flexible, scalable commerce platform is designed to optimize the customer journey from the first click to checkout, and beyond. Packed with integrated tools and value-added services, Adobe Commerce Cloud delivers experience-driven commerce at every touchpoint, reaching your customer anytime, anywhere.