Extensible B2B eCommerce Platform Features & Capabilities

Take full advantage of a headless B2B ecommerce platform: operate with best-of-breed solutions, enjoy flexibility at scale, and increase sales across all channels.

Headless B2B eCommerce Platform Features & Capabilities

Executive Summary

During these unprecedented times, many companies are looking for ecommerce solutions that would allow them to increase sales in both B2B and B2C channels. The majority of enterprise players, however, still have to deal with outdated legacy technology, which requires considerable adjustments in functionality in order to attach B2B to existing B2C channels. Thankfully, there's not always a need to re-platform. Virto Commerce flagship product Virto Commerce B2B ecommerce platform, due to its headless and API-powered nature, allows you to extend your existing solution by integrating it with new services, thus bypassing the laborious re-platforming process. However, there are times when re-platforming is nothing but a necessity: it happens when your monolithic and outdated technology no longer accommodates your company's needs. Whether you decide to re-platform or not, Virto Commerce is the right solution to break free from "full-stack."

In this white paper, you'll learn what the Virto Commerce B2B ecommerce headless platform can offer to your business.

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What Can B2B eCommerce Platform Do for You?

Many companies are looking for an ecommerce platform that would combine the functionality of B2B and B2C and can be customized for specific business needs. Chances are you are among those companies. An innovative, extensible, and composable B2B ecommerce platform is capable of combining both B2B and B2C functionality, as well as achieving other strategic business goals, such as:

- Increase sales with an upsell/cross-sell functionality
- Improve customer experience and allow customers to self-serve
- Promote customer loyalty and facilitate hyperconnection
- Increase Return on Investments (ROI)
- Optimize operational efficiency
- Reach new markets and customers

What Features Should You Look for in a Good B2B eCommerce Platform?

A good B2B ecommerce platform, in addition to the standard B2C platform functionality, has the following crucial attributes and business features:

1. Corporate Account Management, which allows for:
- Registration of both individual users and companies;
- Personalization of B2B accounts and their linkage to company-specific contracts, price lists, and other agreements; and
- Permission management.
2. Access Controls, Roles & Permissions, which allows for creating, accounting for, and managing complex hierarchical organizational structures with the highest degree of granularity.
3. Personalized Customer Experience, which allows for the implementation of specific account-based price lists and catalogs.
4. Invoicing, which allows for creating and delivering invoices in integration with ERP services or any other relevant internal or third-party systems.
5. Warranty Support, which ensures that customers receive quality after-sales support that closes the product life cycle with professional return and warranty services.

What Is Virto Commerce B2B eCommerce Platform?

Virto Commerce Platform is a B2B-first headless ecommerce platform that covers multiple B2B scenarios out of the box. Thanks to its API-powered nature and modularity, Virto Commerce can be integrated with third-party services, internal systems, and other digital solutions, thus creating an entire ecosystem of ecommerce applications that seamlessly work together.

What Are the Main Features of the Virto Commerce B2B eCommerce Platform?

Below is the rundown of the key functionality of Virto Commerce

Pricing	• Customer-specific pricing for B2B and B2C • Integration of multiple price lists with ERP and price engines • B2B account-based pricing • Contract-based catalogs
Promotions	• Promotions and marketing campaigns for B2B and B2C • Product, customer, and shopping cart promotions • Coupons • Personalized banners
Merchandising	• AI-powered personalization • Upsell/Cross-sell functionality • Rule-based recommendations

Corporate Account Management	• Account granularity (that supports complex hierarchical organizational structure) • Sales representative masquerade with the "Login on behalf" functionality • Access levels, roles & permissions • Invoicing • Account-based personalization • Real-time B2B financing • Guest user accounts that can be transformed into corporate accounts
Catalog	• For buyers: B2B personalized catalogs • For sellers: account-restricted catalog management; required login functionality to access particular content • B2B catalog search that connects to any search engine • Personalized customer experience with personal pricing/catalogs/etc.
Order Management	• B2B inventory management • EDI/Punchout and dropship • B2B order management • Warranty support and RMAs • Facilitated communication between sellers & buyers • Saving and retrieval of multiple shopping lists • Quick reorder functionality

Order Draft (Cart) & Checkout	• Payment method control (including credit/debit cards, ACH, etc.) & Purchase Order management • Quotes & Request for Quotations (RFQ) • Saving and retrieval of multiple shopping lists • Quick reorder functionality
Integration with Different Apps and Tools	• ERP Systems, CRM, CMS, PIM, SAP • AI recommendation systems • Configure Price & Quote (CPQ) solutions • Search engines (Elastic, Azure Search) • Google eCommerce analytics • Payment processing systems • Tax automation systems • Logic Apps, among others.

Virto Commerce B2B ecommerce platform comes with all the critical features to help you get started selling B2B or B2C out of the box. Under the hood, you can add as many new features and functionality as your business requires, thus extending and stretching the platform's capabilities to serve your agenda.

Moreover, with Virto Commerce, you're getting access to a widespread partner ecosystem with hundreds of apps to complement your B2B solution, such as advanced search, product information management systems, payment processors, shipping couriers, back-office systems, and more. With other partners like EPAM and InfoSys, Virto Commerce can extend the functionality of your existing platform or offer an alternative, unique solution that caters to your specific business needs.

About Virto Commerce

Virto Commerce, the worldwide leader in B2B digital commerce software, was founded in 2011 by industry experts with decades of eCommerce experience. Virto Commerce provides robust composable digital commerce technology and expertise to over 100 companies worldwide. Customers of Virto Commerce strategically use the open-source Virto Commerce platform to build stronger customer relationships, improve customer experience and rapidly increase global online sales.

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Schedule a demo call with our team and learn how Virto Commerce can help your business.

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