

5 DOWNSIDES OF CUSTOM-BUILT B2B ECOMMERCE SOLUTIONS

Custom-built B2B eCommerce solutions have historically been the choice of manufacturers and distributors who are concerned that an off-the-shelf solution won't be able to accommodate their unique business requirements.

Over the last few years, however, strong SaaS (Software-as-a-Service) B2B eCommerce solutions have evolved to cover the majority of a supplier's needs out-of-the-box (with customization capabilities that cover the rest), and the costs associated with custom-built eCommerce websites are becoming harder to swallow.

Here are the top 5 reasons manufacturers and distributors using custom-built B2B eCommerce solutions end up switching to SaaS B2B eCommerce:

1 CUSTOM B2B ECOMMERCE SOLUTIONS ARE COSTLY TO BUILD, MAINTAIN & UPDATE.
The complexities of building a bespoke B2B eCommerce solution translate to a steep price tag—one that most businesses can't afford. For those who choose to take it on, the huge initial investment and fees associated with ongoing maintenance and feature additions ultimately do not deliver a positive return on investment.

2 CUSTOM SOLUTIONS CAN QUICKLY FEEL STAGNANT AND OUT-OF-DATE.
Given the costs associated with updating a custom B2B eCommerce solution (see above), suppliers often choose to forgo innovation to save money. With time, this leads to an out-of-date buyer experience and poor adoption.

3 CUSTOM SOLUTIONS ARE OFTEN BUILT WITHOUT B2B ECOMMERCE EXPERTISE.
Custom B2B eCommerce solutions are often built by generalist development agencies or an ambitious internal tech team, both of which lack expertise in the core functionality of modern B2B eCommerce solutions. As a result, custom solutions often end up with clunky user experiences and missing features.

4 CUSTOM SOLUTIONS PRIORITIZE CUSTOMIZATION OVER USABILITY.
Home-grown solutions are often optimized for overly complicated business workflows and selling rules that end up distracting from the core eCommerce experience. This messy buyer experience furthers the gap between the custom solution and what B2B buyers are familiar with in everyday B2C online shopping, and adoption suffers as a result.

5 CUSTOM SOLUTIONS TYPICALLY LACK A STRONG MOBILE BUYER EXPERIENCE.
A strong, modern B2B ordering experience includes the ability to place orders from a **native mobile application** downloaded onto a smartphone or tablet. Given the complexities of building native mobile technology, custom-built solutions typically only offer mobile web-browser access, an experience subject to problems with Internet connectivity.

To learn more about the downsides of using a custom-built solution for B2B eCommerce and the strengths of the SaaS alternative, contact Handshake today at info@handshake.com or 855-532-9044 (+1-646-434-2553 intl).