

WHY B2C ECOMMERCE SOLUTIONS

DON'T CUT IT FOR B2B

Thinking of using your B2C eCommerce portal to accept orders from your B2B customers? Here are the most important things to consider.



B2C ECOMMERCE PORTALS

Buyers are often anonymous
Focused around single product conversion
Optimized for smaller orders

THE BASICS: THE DIFFERENCES BETWEEN B2C AND B2B ECOMMERCE

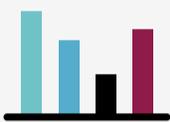
VS.



B2B ECOMMERCE PORTALS

Buyers are known and identified by login
Buyer-specific pricing, promotions & products
Optimized for high-volume purchases & reorders

B2C eCommerce solutions typically lack the infrastructure and features that support the complexities of B2B selling. **B2B-specific solutions, however, accommodate:**



MINIMUMS & MULTIPLES



PAYMENT TERMS



SHIP DATES & CANCEL DATES

Ultimately, B2B commerce platforms are focused on driving productivity and business efficiency from an existing customer who already intends to buy from you, **so it's critical that your vendor has an online ordering platform optimized specifically for B2B.**

THE BUSINESS RULES ENGINE

One of the most critical differentiators of a B2B-specific commerce platform is the provision of a business rules engine. This gives suppliers a way to interact with B2B buyers based on key business rules.

If, for example, you have a complex business rule allowing you to only accept orders for a full truckload of products, but the truckload must also come in under a specific total weight, a robust business rules engine will



"YOUR ORDER DOES NOT MEET THE MINIMUM WEIGHT REQUIREMENT FOR SHIPMENT."

ensure your buyer can only successfully place an order under those constraints.

If a portal cannot support your business rules, it will be impossible to reach the level of efficiency online ordering is intended to achieve. Buyers will submit orders that can't be fulfilled, and your customer service team will have to manually troubleshoot problems, resulting in delayed shipments and a poor customer experience.



FRANKENSTEINING



Retrofitting a B2C solution to work for your B2B needs requires a great deal of custom work by your IT team or contracted developers to reconfigure the entire system and patch up all the B2C holes.

This approach, referred to as "Frankensteining," is both costly and difficult to maintain, as a platform with this level of customization can become nearly impossible to update over time.

If you'd like to learn more about the downsides of using a B2C portal for your B2B needs, contact us at info@handshake.com or [+1-855-532-9044](tel:+1-855-532-9044) (+1-646-434-2553 intl).

ABOUT HANDSHAKE

Handshake provides the B2B Commerce platform for manufacturers and distributors that powers standout ordering experiences both in-person and online.

