B2B ecommerce association

GUIDE

How to Select a B2B eCommerce Platform

A Strategic Framework for Manufacturers and Distributors

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Why the Stakes Are Higher Than They Used to Be

The urgency around B2B eCommerce platform selection has shifted dramatically. According to McKinsey's 2024 B2B Pulse Survey, eCommerce has overtaken in-person sales as the most effective revenue-generating channel for B2B organizations, a position it has held for four consecutive years.[01]

That same research found that B2B decision makers now use an average of 10.2 channels across their buying journey. Buyers expect to move between self-service digital tools, remote interactions with sales reps, and in-person engagement without friction or data loss. A platform that cannot support that kind of experience does not just underperform. It creates an active reason for customers to go elsewhere.

10.2 Channels per buying journey	81% Buyer dissatisfaction	86% Purchases stall
Average number of channels B2B decision makers use across their buying journey	B2B buyers who express dissatisfaction with the provider they ultimately choose, even after a successful purchase	B2B purchases that stall at some point in the buying cycle, per Forrester's State of Business Buying 2024

Forrester's State of Business Buying 2024 adds a sharper edge to the picture: 81% of B2B buyers express dissatisfaction with the provider they ultimately choose, even at the end of a successful purchase process, and 86% of B2B purchases stall at some point in the buying cycle.[02]

The companies gaining share right now are not the ones with the most features. They are the ones with the clearest fit between their digital infrastructure, their operations, and what their buyers actually need to do.

First Principles:
What Makes B2B eCommerce Different

If your organization has any background in B2C retail eCommerce, B2B will feel structurally different in ways that are easy to underestimate until you are already mid-implementation.

B2B buyers are not browsing. They are working.

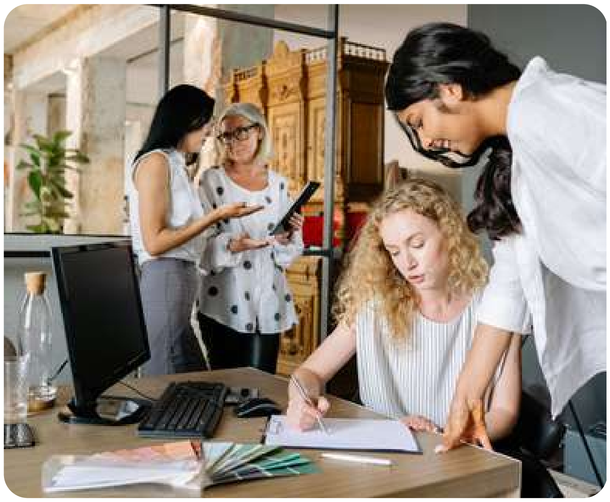
A purchasing manager reordering a commodity SKU, a field technician checking parts availability from a job site, a procurement director verifying contract pricing across multiple branches: none of these are shopping behaviors. They are workflow steps.

Your platform is not a catalog. It is a productivity tool.

It is a productivity tool embedded in someone else's job. That distinction has a practical consequence. If your platform does not reduce friction and save time, it gets bypassed. Often by phone. Sometimes by a competitor.

The goal of a well-selected B2B eCommerce platform is not to look modern. It is to make buying from you the easiest option available.

For a closer look at how the underlying systems, ERP, CRM, product data tools, and integration layers, fit together in a B2B digital commerce environment, this B2BEA article covers the architecture in practical terms: **"The Systems That Power B2B Commerce."** [03]



What You Are Actually Buying

Every platform markets itself as modern, modular, and configurable. Those words are only meaningful if they map to your workflows. Before any demo, it is worth getting precise about what is actually in scope.

At minimum, a B2B eCommerce platform selection spans decisions across:

CMS
Content management

Search & Navigation
Including part number and attribute search

Checkout & Payment
Checkout and payment processing

User Roles & Permissions
Including buyer, approver, and admin access

Product Content
Often requiring a PIM or PIM-adjacent capability

Integration Points
To ERP, CRM, and potentially OMS or WMS

Pricing Engine
Contract rule management

Order & Invoice Self-Service
Order tracking, invoice access, and self-service returns

Knowing what is genuinely in the platform versus what requires a third-party partner, custom development, or a future roadmap commitment is one of the most important pieces of diligence you can do early. It saves months of cleanup later.

The platform is also an operating environment, not just a storefront. Teams in product management, customer service, sales, and finance will work inside it or depend on its outputs. Selections that treat it purely as a technology purchase tend to produce platforms that work technically but never drive adoption.

Aligning Platform Selection to Business Goals

Not every B2B organization has the same digital mandate, and the platform that is right for a distributor focused on reducing cost-to-serve is not automatically right for a manufacturer trying to protect key accounts from digital-first competitors.

Before entering any vendor conversation, align internally on which outcome is actually the priority:

- Are you trying to **grow share-of-wallet with existing customers?**
- Are you trying to **meet the expectations of an increasingly millennial buyer base?** (Research shows that 73% of B2B buyers today are millennials who prefer online self-service over traditional sales interactions.) [04]
- Are you trying to reduce **low-margin transaction volume** through inside sales?
- Are you **competing against digital-first distributors** on speed, pricing transparency, and order visibility?

The answer shapes everything: the features you prioritize, the integrations you require on day one, and the internal capabilities you need to build alongside the platform. Without that alignment, selections produce platforms that technically work but never move the needle on the business outcomes that justified the investment.

Digital transformation in B2B is not a destination. It is a progression, and B2BEA's own research reflects that reality. [05]

The Hidden Costs of a Bad Fit

A misaligned platform is not just a nuisance. It is a compounding liability, and the cost rarely appears in a vendor proposal.

The most common failure pattern is this: an organization selects a platform that looks strong in a demo, invests **12 to 18 months in implementation**, and then discovers that the platform cannot handle the actual complexity of their pricing rules, customer hierarchies, or integration requirements. The result is a choice between expensive custom development, a workaround that erodes the customer experience, or starting over.

80–95%

Analysts estimate that as many as 80 to 95 percent of B2B eCommerce projects underperform or fail to meet adoption targets after launch.

65%

Forrester has found that 65 percent of B2B eCommerce platforms under-deliver post-launch because customers simply do not use them.[06]

The hidden cost is not just sunk capital. It is the time your customers, sales team, and internal operations staff spend working around the system instead of through it. It is the rep who quietly discourages customers from using the portal to protect their relationships. It is the product team that stops maintaining accurate data because the platform is too cumbersome. These costs are real and they accumulate.

For a direct look at the internal barriers that most often derail B2B eCommerce programs after launch, this B2BEA piece is worth reading before you start your selection process: "What's Really Holding Back Your B2B eCommerce Success." [07]

Six Questions to Align Stakeholders Before a Demo

Before you sit through your first vendor presentation, it is worth getting alignment internally on the questions that matter most. The selections that succeed almost always begin with a clear internal conversation. The ones that stall or fail often skip it.

1 What Problem Are We Actually Solving?

Are you prioritizing revenue growth, margin protection, customer retention, or internal efficiency? Being honest about the primary driver changes the evaluation criteria significantly.

2 Who Owns This After Launch?

A project team can get a platform live. But who owns adoption, content quality, and performance optimization day-to-day? Selecting a platform without a clear owner for post-launch operations is one of the most reliable predictors of underperformance.

3 What Is Our Integration Strategy?

Platform selection without an integration plan is, as one practitioner described it, like buying a car with no engine. Knowing whether you need real-time ERP sync or whether batch processing is sufficient, and understanding your data quality before launch, saves enormous rework later.

4 How Will Sales Engage With This?

If your sales team sees the platform as a threat to their commissions or relationships, they will not support it, and without rep support, customer adoption will lag. The most successful implementations involve sales in the design process, not just the launch announcement.

5 Do We Have the Internal Capability to Run It?

Even SaaS platforms require configuration, data governance, and ongoing content management. Be honest about whether that capability exists today or needs to be built.

6 How Will Sales Engage With This?

Launching is a milestone. Adoption is the metric that matters. Define what success looks like at 90 days, 12 months, and 24 months before you sign a contract.

These six questions are not a checklist. They are a conversation. The goal is not to have perfect answers before you start. It is to surface the disagreements and assumptions that will otherwise surface mid-implementation, at a much higher cost.

Core Capabilities:
What B2B Companies Actually Need

Evaluating platforms by their feature lists tends to produce decisions based on what looks good rather than what works in B2B operational reality. The capabilities that consistently drive value in manufacturing and distribution environments are not always the ones that get the most demo time.

The list below reflects what practitioners across the B2BEA community consistently identify as the difference between a platform that drives adoption and one that gets bypassed:

Must-Have Capabilities

- Account-based pricing and customer-specific contract rules
- Real-time inventory and availability data, ideally by branch or location
- Multiple user roles per account (buyers, approvers, admins) with configurable permissions
- Saved carts, order templates, and reorder functionality
- Quote request and negotiation workflows

Additional Critical Capabilities

- EDI and punchout support for buyers who require it
- Self-service access to order history, invoices, tracking, and returns
- Search that handles part numbers, aliases, and complex attribute filtering
- Mobile-optimized interfaces for field and jobsite use

If a platform cannot support these capabilities out of the box, or through a clear and near-term roadmap commitment, the question to ask is not whether you can build workarounds. It is whether the total cost of those workarounds is worth the tradeoff.

B2BEA's definitive guide to B2B eCommerce platforms covers the platform landscape for manufacturers, distributors, and wholesalers in more depth:
"B2B eCommerce Platforms: The Definitive Guide." [08]

How to Evaluate Platforms Strategically

A demo will always show clean data, perfect workflows, and a frictionless buyer journey. Your evaluation process needs to test the edges of that story.

Push the Platform With Your Own Data

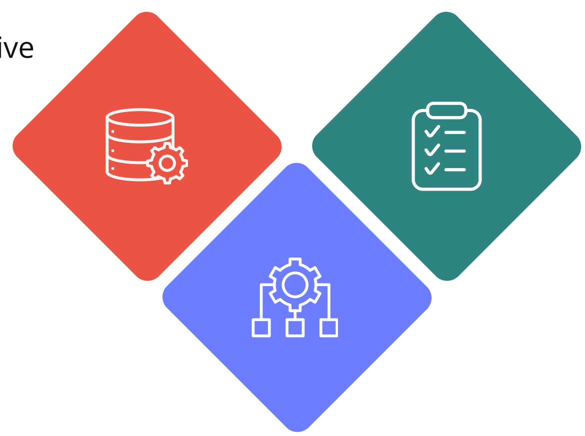
Before any final decision, ask vendors to demonstrate their platform with a representative sample of your actual product catalog, including your most complex SKUs. What breaks when a product has 250 attributes, regional exclusivity, or serialized inventory? How does the platform handle a customer account with 12 ship-to locations and three approval tiers? The answers to those questions tell you more than any feature checklist.

Push with Data

Initiate process by leveraging comprehensive data sets.

Validate Answers

Confirm the accuracy and reliability of the outcomes.



Stress Workflows

Test and evaluate the resilience of operational sequences

Testing with your own data — including your most complex SKUs, customer hierarchies, and pricing rules — reveals gaps that no vendor demo will surface on its own.

How to Evaluate Platforms Strategically *(Continued)*

Use a Strategic Evaluation Lens

Beyond features, evaluate across four dimensions:

Operational Fit

Can your team run this platform without significant ongoing vendor dependency?

Adoption Potential

Does the platform make your customers' jobs genuinely easier, or does it just replicate what your sales team already does?

Flexibility vs. Rigidity

Can you adapt workflows, pricing logic, and content without rewriting core platform code?

Total Cost of Ownership

What does the full long-term cost look like across licensing, implementation, integration, and internal resource requirements?

Involve the People Who Will Use It

RFPs and evaluation committees tend to include the people who selected the platform and the people who will sign the contract. The most successful selections also involve the people who will use it daily: sales reps, customer service staff, and a representative sample of customers if possible. Their friction points will not show up in a vendor demo.

Integration Is the Real Make-or-Break

If there is a single factor that separates B2B eCommerce implementations that work from those that disappoint, it is integration, and specifically, whether integration was planned upfront or treated as an afterthought.

The 2025 Gartner Magic Quadrant for Digital Commerce identified integration challenges as one of the most commonly cited vendor cautions across the entire platform landscape. The report notes that composable architecture, modularity, and API-first design have become table stakes for competitive platforms because the integration burden is where most implementations run into serious trouble.

The specific integration questions worth validating before any platform decision:

ERP Sync

Is pricing, inventory, and order status updated in real time, or through batch processes? For high-velocity environments, the answer to that question is often a competitive differentiator.

PIM Compatibility

Can the platform ingest complex product data and display it accurately across all customer contexts?

CRM Visibility

Can sales see what their customers are doing on the platform, and use that visibility to have better conversations?

Authentication & Account Management

Can customer logins be managed securely across multiple portals or divisions?

Budget for integration upfront. The single most common source of scope creep and timeline delays in B2B eCommerce projects is integration surprises discovered mid-implementation.

What a Decade of B2B Replatforming Has Taught Me About Picking the Right Platform

By: Samantha Schwartz

The first time I went through a platform selection, it was probably ten years ago. I was working at a small company with a homegrown search platform — and I want to be clear, "homegrown" is generous. There wasn’t much that was grown. It sat on top of Solr, nobody really knew how to optimize it, and it didn't work very well. We knew we needed something better.

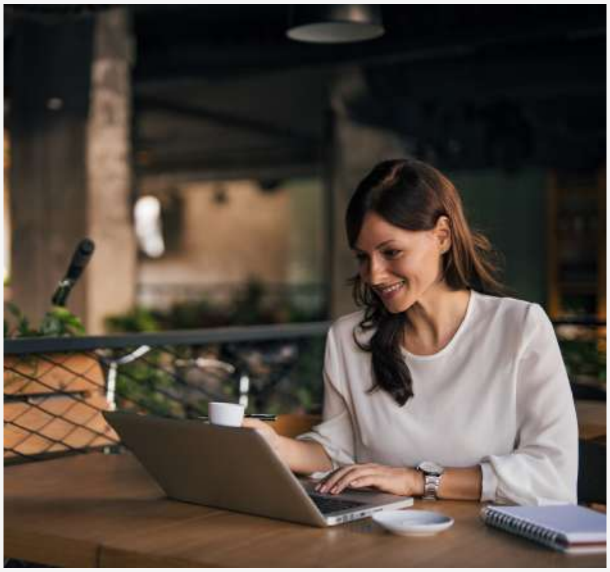
This was before Zoom, so the vendors had to physically come into the room. We sat there, took notes, and did our best. The honest truth is that many of us didn't know what real questions to ask. Our president had been at a more established company and could push on the right things. I'd come from McMaster-Carr, so I at least knew what a good faceted search looked like. Everyone else was somewhere in between knowing the right questions and not knowing search strategy well enough to evaluate what we were seeing. We saw three vendors, debriefed afterward, and ended up choosing the one that was slightly more established but still in startup mode.

We liked that they were a start-up and we thought we'd be able to shape the platform with them. The price was right, they had the basic tools, and we figured we'd grow with them.

It was a lean process, but we were small, and that's how a lot of these projects start.

A decade later, I've worked at more mature companies. I've been through several platform selections. And one thing I'd recommend to anyone — even though it sounds heavy and it's tempting to skip — is to take the RFP seriously. Not because of the vendors. Because of you.

The RFP is really an internal exercise



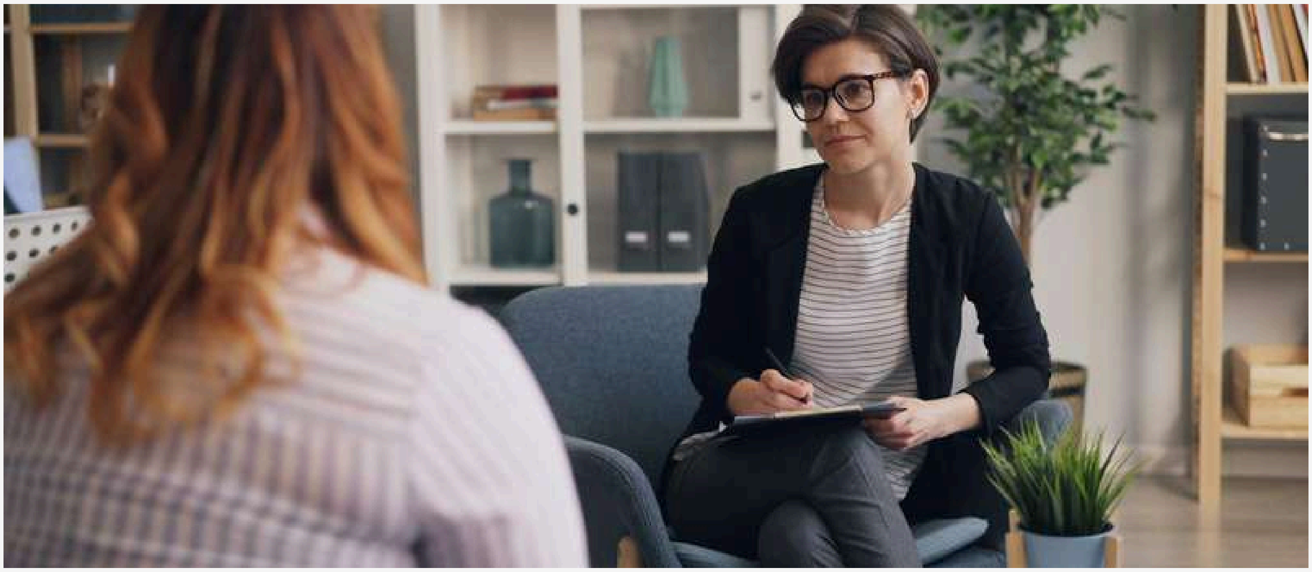
The most recent RFP I led was for a PIM. The document itself was useful for sending to vendors, sure. But the part that mattered most was the requirements gathering before we sent anything out. We pulled in marketing, product, IT, and a handful of stakeholders who had real opinions about product data. One of the most valuable people in the room was our sales leader, who'd been through a brutal experience earlier in his career taking data from a paper catalog and pushing it into a structured system. He had this historical knowledge of where product data tends to break, what's painful to fix later, and where his current team was already struggling. His input shaped requirements I wouldn't have written on my own.

Going through that exercise forced us to answer questions we hadn't really asked: Why do we want this? What's important? What does it have to do? Where are we trying to go? It also helped me, as the sponsor and leader of the project, figure out what kind of platform we actually needed and which vendors were even worth talking to. By the time I sent the RFP out, I'd already had pre-conversations with PIMs I thought might be a good fit, and those informed the questions I brought back to my own stakeholders.

I had a perspective coming in. I'd used several PIMs before, and I knew that for our company (a lean team in a particular stage of growth) we needed something flexible that wasn't going to require IT intervention every time we wanted to change something. I've worked with PIMs that lean closer to MDMs. They're heavier, and they assume you have a team to manage them. We didn't, so our RFP made that explicit.

I would not skip the requirements exercise ever again. It is the single most useful thing you can do.

Use a consultant if this isn't something you do often



I haven't always used outside consultants, but I've worked with them on platform selections, and I'd recommend it, especially if your company doesn't do this often, or if it's your first time. The worst thing that can happen during a vendor demo is that you don't know what to ask.

> Vendors will say "yes, we have account management." They'll say "yes, we have a checkout." Those answers are basically meaningless on their own. Account management can mean a dozen things. Can you have a parent account with a bunch of child accounts? Can the parent set permissions for the children? How does pricing roll up? Some vendors have completely separate platforms for B2C and B2B, and certain features only exist on one side. If you're walking into the demo without someone who's seen those gotchas before, you can spend a lot of time evaluating something that wasn't built for your use case in the first place.

I A good consultant will tell you, "Hey, I know that's what they have splashed across their website, but they have this other product, and that's what you actually need to be looking at. Don't waste your time over here." That's a huge timesaver and it raises the quality of every conversation you have.

Conversations beat surveys

When I run requirements gathering, I do it through conversations, not surveys. I know surveys feel efficient. They aren't — at least not for this. People are busy, and a survey is too easy to gloss over. What I need is detail. If I can take an hour with someone and follow up afterward, I'll get a whole lot more out of it than I would from a form. I dig in. I hear how they describe a process. I notice where they hesitate. That's where the requirements actually live.

I also think AI tools can help here. The fact that you can give them voice input and have them capture every detail of a stakeholder conversation is genuinely useful. I was doing a lot of typing on my last RFP, and it slowed me down. AI can pull in your pre-call notes, help you phrase questions, and even draft a starting RFP if you give it the right inputs. I'd be careful about treating the output as final without checking it against what you actually heard, and sending it back to your stakeholders for review, but as a way to capture and synthesize, it's a real upgrade. I'd still keep the live conversations, though. You can't get buy-in from a survey, and you definitely can't get it from an AI summary.

That's the part I think people underrate: half the value of these conversations is alignment. You're getting people familiar with vocabulary, creating goals together, and getting the same picture of what "good" looks like. The other half is what comes up in the room. On my last PIM project, the conversations surfaced that we didn't actually have a process for onboarding new SKUs or enriching existing ones. It was just kind of happening with no repeatable steps. That was a real problem, because when you implement a PIM, you have to build your process into the PIM. We had to spend time defining the process before the platform could be useful to us. We never would have spotted that without the conversations.

Score vendors against your requirements

Once you have your requirements, score the vendors against them. I've used Gartner's tool when my IT team had access. Some consultants have their own tools. You can also build a matrix yourself.

The point isn't the tool. The point is that you and your stakeholders can compare each vendor’s score against the others and identify reasoning. It's quantitative. It's black and white. It saves you from the conversation where everybody is comparing on a different axis. Of course people will still argue the edgecases but you have something concrete to come back to.

How I'd start a replatform today

If a mid-market distributor or manufacturer asked me how to begin an ecommerce replatforming project today, I'd tell them to start with their process. Map out your quote-to-cash or order-to-cash process as it works now, before you talk to a single vendor.

You will get two things out of this. The first is that you will absolutely find weird stuff. I don't care what size your company is, there are some unofficial processes occurring, and you don't see it until you map it. That's an opportunity. You can fix some of it before you replatform, and you can ask better questions about how the platform should handle the rest.

The second thing you'll get is a real feel for how complex your process is. That's what tells you which vendors to take seriously. You can describe your ten quirks to a vendor and watch what happens.

Some will say "no, that's off-limits, we don't do that." Some will say "a few of our customers do that, but it's custom." Some will say "yes, totally possible" — and then six months in you find out it's actually more custom than you thought. The earlier you know which bucket you're in, the better. You may discover you don't need just an ecom platform, you also need a CPQ, or a payment portal that handles company credits, or a project portal.

A word on the complexity, though: sometimes the process reveals more complexity on your side than there really needs to be. If you've been on a homegrown system, you've probably accumulated customizations whose value is now marginal. Replatforming is a good moment to ask which of those are actually worth carrying forward.

Build a steering committee, and include every level

You need more than one head on this. I'd put your sales, marketing, IT, and operations leaders on a steering committee from the start. Multiple perspectives will catch what a single perspective misses, and your peers will protect you from blind spots.

But don't stop at the leadership layer. Include people at every level. If you're a traditional organization where the sales team runs the business, get at least one of them in the room. Get someone from operations — the people who actually have to accept and fulfill these orders.

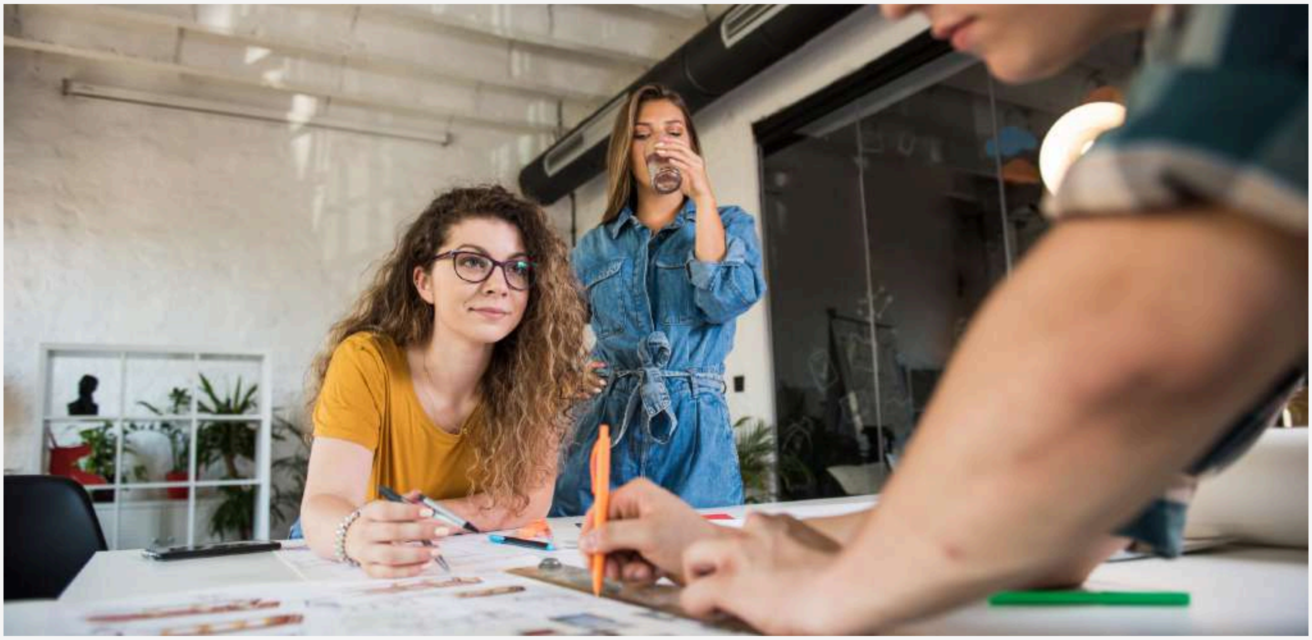
They probably don't need to attend every demo, but they need to be asked: if we open this up to customers, and we start pulling multiple small orders instead of just palletized orders, what does that look like for you? Then you go back and tell them what you found, and you ask them what they think.

There's nothing worse — and I've heard horror stories about this — than someone signing the contract, handing it over, and the operations team saying "this does not work for us." Don't do that.

IT belongs in this group, too. Some of your IT folks will have done platform selections at multiple companies before, and their requirements will be different from yours. They know what to look for in the dirty details. They'll want to see the technical documentation and pressure-test the APIs. I have a friend who runs IT at a mid-size manufacturer, and they were evaluating lien-release software. They found a vendor they really liked. It was only later, after spending real time with the product, that they realized there had been some misrepresentation about what the tool could actually do. That kind of thing is brutal, and IT was the team best positioned to catch it.

"Is it live now?"

That's the single best question I've learned to ask vendors. They'll demo something, and a few weeks in you find out it's "on the roadmap." Roadmaps shift. Don't bank on roadmap features for things you need at launch.



The other questions I keep coming back to are the specific ones. Pricing rules — are they at the account level or the user level? Because in real businesses, the answer is "sometimes one, sometimes the other, sometimes a contract overrides both." That's why mapping order-to-cash matters. A lot of ecom platforms can only handle "always" or "never." If yours can't, you need to know now, and you need to figure out where the variation is going to live.

The cross-channel question matters too. I've seen situations where a digital tool does something different from how the in-person or phone process works. That's a problem. If your customers can do something on the phone that they can't do online, the online tool is useless to them, they'll just call, and then the digital tool is useless.

You need top-down buy-in

The last thing I'll say: if your executive team isn't on board from the beginning, this isn't going to work. Or it's going to fail in some way that's hard to recover from.

I think there's a generation of executives who get this instinctively. As the digitally-savvy folks move into senior leadership, the digital business case for ecommerce stops being something you have to defend. My hope is that we get to a place where any executive joining a B2B business and seeing that it's not taking advantage of digital says, "this is unacceptable, we're doing it." We're not all the way there yet.

In the meantime, start at the top. Brainstorm with leadership: where are the pitfalls, what's complicated about the business, where's the opportunity? If they say "no, no, it's all fine," ask them who on their team you should be talking to. Then go find the inconsistencies and bring them back for discussion. Keep your senior leaders in the loop. Politics will happen. Roadblocks will happen. The way through is open conversations, often, with the people whose opinions matter.

The roadblocks will come.
Just try not to let them be your colleagues.

Samantha Schwartz
has led digital commerce and transformation for 15+ years at companies like Zoro.com, Integrated Supply Network (ISN), Jensen Infrastructure, and Midland Industries, owning P&Ls, managing cross-functional teams, and navigating organizational constraints. She has led platform selection and implementation across ecommerce platforms, CRMs, payment platforms, search platforms, and PIMs, implemented scaling programs for third-party marketplace channels like Amazon, and deployed AI-powered content creation and organization tools.

Internal Adoption Is Not a Launch Task

Your customers are not the only audience that needs to believe in the platform. Sales, customer service, product management, and branch operations all need to see how the platform makes their work easier. Without that internal conviction, the platform becomes a parallel system that runs alongside existing processes rather than replacing them.

The pattern plays out consistently:

Sales discourages portal usage

Sales discourages portal usage to protect relationships and commission structures.

Product teams let content go stale

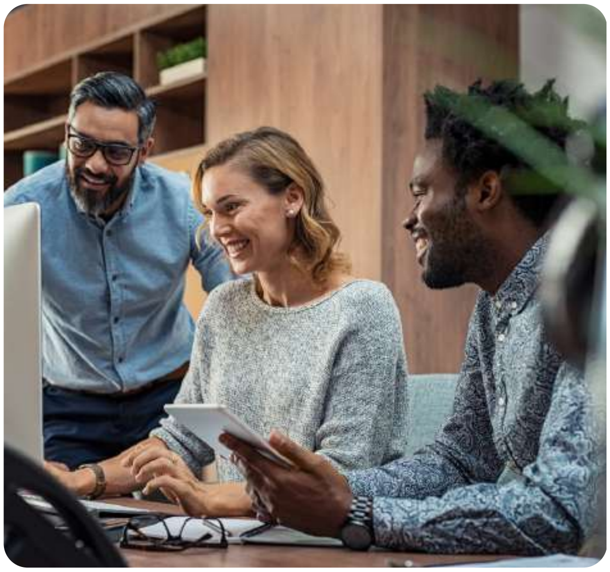
Product teams let content go stale because maintaining the platform feels like extra work.

Customer service duplicates effort

Customer service duplicates effort instead of directing customers toward self-service.

None of these are technology failures. They are adoption failures, and they start before launch.

Successful organizations treat internal adoption as an ongoing discipline, not a go-live checklist item. That means involving sales in the platform design from the start, not just the announcement. It means tying internal incentives to digital success metrics. It means appointing someone with genuine authority to own the platform's performance after launch.



The most important thing you can do to improve customer adoption of your B2B eCommerce platform is to make sure your own team uses it and believes in it first.

Balancing What You Need Now With What You Will Need Later

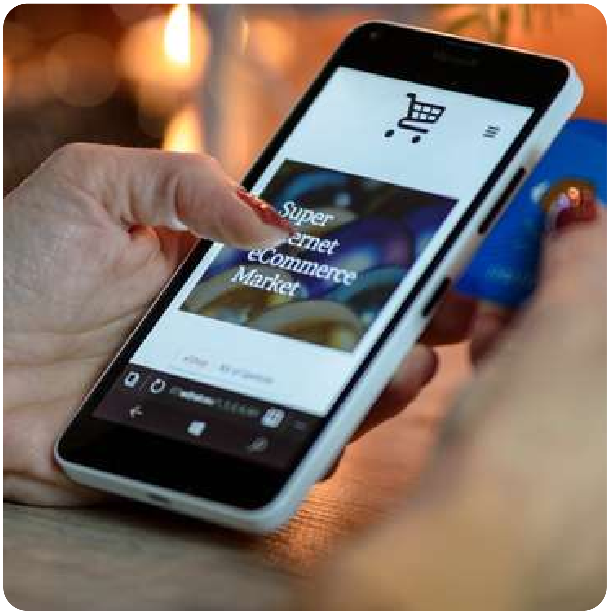
One of the harder tensions in B2B eCommerce platform selection is the question of how much to account for future needs when making a decision about what you need today.

Over-buying is common

Organizations select enterprise-grade capabilities with multi-site architecture, marketplace syndication, and composable commerce frameworks before they have the internal capability to use any of it. The result is a platform with capabilities that sit dormant while the organization struggles to operationalize the basics.

Under-buying is equally common — and often more costly

A platform that cannot accommodate future requirements forces a re-platforming decision two or three years in, at a time when the organization has less appetite for disruption, not more.



A more useful framing: "Can we start simple but grow without re-platforming?" Scalability in B2B eCommerce is not only a question of technical capacity. It is a question of architectural flexibility and partner ecosystem maturity.

If multi-site architecture, multi-language content, or subscription models are even plausible over the next three to five years, validate that your platform can support them before you sign. You do not need to build them on day one. You need to know the path exists.

What Successful Selections Have in Common

Across dozens of B2B eCommerce platform selections, the ones that go well tend to share a few characteristics that are worth naming directly.

They Start With Customers, Not Platforms

A mid-sized distributor that avoided more than a million dollars in rework did so by starting their selection process with customer interviews rather than vendor demos. What they heard reshaped their entire requirements document: the top need was not search functionality, it was real-time visibility into available stock by branch. That clarity narrowed the vendor field and prevented a significant mismatch.

They Bring Sales In Early

Rather than treating sales as an obstacle to manage at launch, the organizations that succeed tend to involve sales reps in the design process from the beginning, asking them to co-design workflows and flag where the platform would need to fit into their day. When sales reps understand why the platform exists and see how it helps them rather than threatens them, they become its advocates rather than its detractors.

They Choose a Partner, Not Just a Platform

Faced with two technically comparable options, a national B2B supplier chose the one backed by an implementation partner with deep experience in B2B distribution. That partner identified hidden integration risks early and shortened the timeline by several months. The technology was a factor. The expertise behind the implementation was decisive.

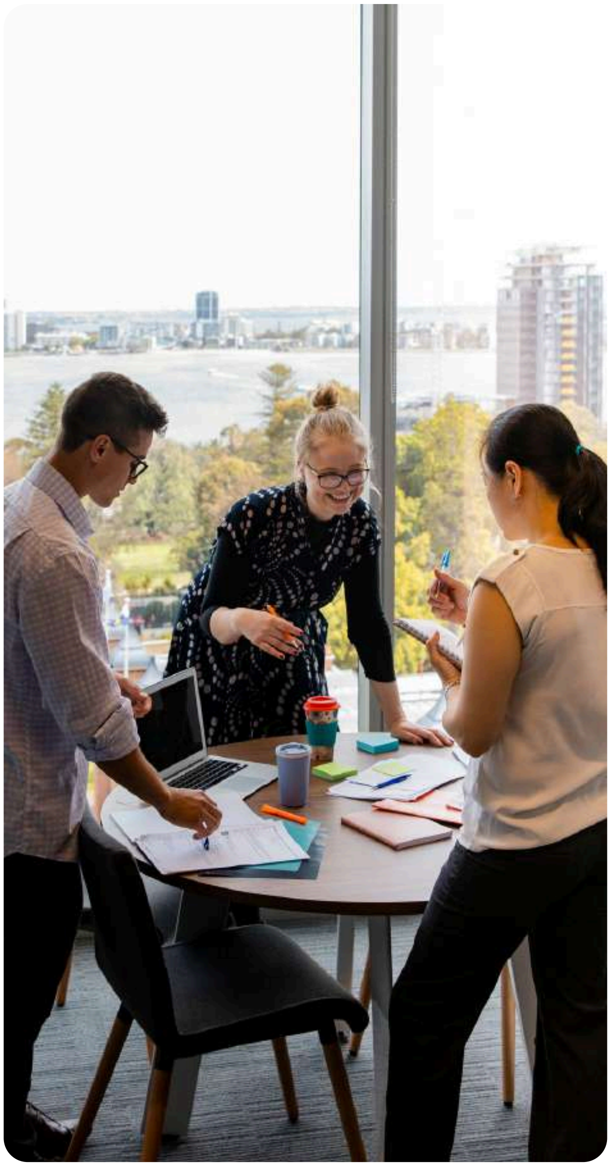
You Are Not Buying Features.
You Are Buying Outcomes.

The right B2B eCommerce platform is not the one with the longest capability list. It is the one that reduces friction for your customers, reflects your internal workflows, integrates with your systems of record, and gives your organization a clear path to grow without starting over.

Every platform will look capable in a demo. The question is whether it holds up when it meets the real complexity of your pricing rules, your product data, your integration requirements, and your internal team's capacity to operate it.

> "Those in B2B sales who think it's optional to invest more in ecommerce are mistaken. It's become the leading sales channel in revenue generation, usage, effectiveness, and investment." [09]
>
> — McKinsey

The organizations getting this right are not necessarily the ones with the largest budgets or the most sophisticated technology stacks. They are the ones who were honest about what they needed, disciplined in how they evaluated it, and deliberate about building internal buy-in before they ever went live. That combination is replicable. And it starts with asking the right question.



Citations Summary

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BigCommerce

eCommerce For A New Era |
Ignite Growth, Not Complexity

Company Overview

BigCommerce is a leading eCommerce platform that empowers B2B businesses to create scalable and customizable online buyer experience. Known for its robust features and ease of use, BigCommerce offers a comprehensive suite of B2B functionalities, including customer-specific pricing, advanced quoting, and seamless integration with ERP systems. The platform's open SaaS architecture allows for flexibility and innovation, making it an ideal choice for manufacturers, distributors, and wholesalers looking to grow their digital presence.

Regions Served

Asia & India, Australia & New Zealand, Europe, Middle East, North America

Industries served

B2B

B2B Superpowers

BigCommerce is easier and faster than legacy B2B solutions, and more flexible and powerful for B2B than other SaaS platforms. BigCommerce combines the speed and ease of use of our powerful native ecommerce functionality with a focus on platform openness, enabling you to customize where you need to and seamlessly connect to mission-critical systems. We provide an agile, easy to use platform that has less overhead and maintenance costs, so you can invest time and money in your growth and customers. BigCommerce offers B2B and B2C on one platform, so there's no need to maintain separate backends, and you can provide a consistent experience across both channels. Deliver modern, frictionless experiences to every customer — from business buyers to consumers. BigCommerce offers the flexibility you need to keep up with the ever-changing expectations of your customers, allowing you to launch and test new channels and ideas quickly. Integrate with best-in-breed partners wherever you need them.

Learn More

B2BEA Directory | Website | LinkedIn

Commerce Vision

Fully Integrated eCommerce -
Built for B2B

Company Overview

Built for B2B. Commerce Vision's powerful eCommerce platform supports even the most complex B2B processes, out-of-the-box. Key industry features include PunchOut, complex pricing, custom catalogues, approval workflows, personalisation & more – capability other platforms can only support via plug-ins and third-party customisation. Deep integration to multiple ERPs, and an easy to use, Digital Marketing friendly CMS makes CX a breeze. Implemented & supported by an in-house Australian team.

Regions Served

Australia & New Zealand

Industries served

B2B

B2B Superpowers

Built for B2B. Commerce Vision's powerful eCommerce platform supports even the most complex B2B processes, out-of-the-box. Key industry features include PunchOut, complex pricing, custom catalogues, approval workflows, personalisation & more – capability other platforms can only support via plug-ins and third-party customisation. Deep integration to multiple ERPs, and an easy to use, Digital Marketing friendly CMS makes CX a breeze. Implemented & supported by an in-house Australian team.

Learn More

B2BEA Directory | Website | LinkedIn

commercetools

Next Generation B2B and B2C Commerce | Create Amazing Customer Experiences With Modern Commerce

Company Overview

For global enterprises, commercetools provides the leading digital commerce platform that unifies commerce across any touchpoint, delivering unmatched revenue growth and performance. Our composable, cloud-native technology is the foundation for future innovation — from agentic commerce to conversational experiences — giving businesses the flexibility to design tailored, scalable commerce across any channel, at any scale.

By removing the constraints of legacy systems, commercetools enables companies to innovate freely, personalize at scale, and launch new channels quickly to meet the evolving demands of their customers.

Regions Served

Asia & India, Australia & New Zealand, Europe, Middle East, North America, South America, UK & Ireland

Industries served

Retail & CPG, Industrial Manufacturing, Healthcare & Life Sciences, Telecom, Fashion, Food and Beverage, Automotive, Energy/Utilities

B2B Superpowers

The commercetools platform is natively built for both today and the future. Designed from the ground up to be API-first and headless (decoupled frontend and backend), our platform is incredibly modular and flexible. This allows you to customize functionality and even create your own features, while letting you effortlessly connect commerce with other software in your business ecosystem. The tech behind our commerce platform enables it to be constantly, seamlessly updated - no downtime or worries about compatibility.

Learn More

B2BEA Directory | Website | LinkedIn

Intershop

We're built to boost your business.

Company Overview

Intershop is among the most specialized B2B commerce platforms on the market. Its cloud-based solution powers digital commerce for 300+ mid-market to large enterprise manufacturers, wholesalers, and distributors worldwide. Rich out-of-the-box functionality enables rapid go-to-market and the flexibility to adapt to changing business needs.

With go-lives in as little as 90 days, Intershop helps customers scale digital revenue fast, whether launching a first online channel or unifying commerce across multiple countries, brands, and sales models.

Regions Served

Australia & New Zealand, Europe, North America, South America

Industries served

B2B

B2B Superpowers

Intershop offers one of the deepest sets of native B2B capabilities, reducing the need for custom development. It gives customers the completeness of a suite solution and the flexibility to swap best-of-breed components (i.e. composable commerce) via API-first design, meeting companies where they are in their digital maturity and increasing speed to value. Intershop's focus on practical AI is another key differentiator: Its copilots support buyers and your commerce teams, while agents are designed for concrete, high-value B2B workflows. Its proprietary search and discovery solution, SPARQUE.AI, strengthens that offering with personalized search and recommendations that improve product discovery in B2B buying environments.

Learn More

B2BEA Directory | Website | LinkedIn

KIBO
B2B eCommerce

Company Overview

KIBO's B2B Ecommerce solution seamlessly integrates with existing systems and handles these challenges, enabling multi-account management, data parsing, and buyer self-service—all while scaling. With KIBO's unified B2B ecommerce and order management platform, you'll have the ability the flexibility and control to sell smarter, fulfill faster, meet demanding SLAs, and boost your bottom line while lowering your total cost of ownership (TCO).

Regions Served

Europe, North America

Industries served

B2B, B2C, Manufacturers, Distributors & Retail

B2B Superpowers

KIBO Commerce unifies Ecommerce + Order Management in one composable platform, so you can launch and scale omnichannel experiences without replatforming. KIBO is headless and microservices-based: Deploy in phases or a complete solution. Buy what you need and scale when you're ready.

Learn More

B2BEA Directory | Website | LinkedIn

OroCommerce

No. 1 Open Source B2B eCommerce Platform | Built for Distributors, Wholesalers, Brands & Manufacturers

Company Overview

OroCommerce is a leading AI-enabled B2B eCommerce platform that helps manufacturers and distributors sell in one clear, connected way. Designed to support complex B2B sales processes, OroCommerce empowers organizations with a complete solution that includes built-in CRM, invoicing, AI productivity tools, and marketplace capabilities.

With easy enablement of multi-website, multi-locale, and B2B2X functionality under a single license, OroCommerce helps businesses scale without added complexity. The platform delivers online storefronts tailored to B2B needs, including advanced quoting tools such as RFQ (request-for-quote) and CPQ (configure-price-quote).

Regions Served

Asia & India, Australia & New Zealand, Europe, Global, LATAM, North America, UK & Ireland

Industries served

Distributors, Wholesalers, Brands & Manufacturers

B2B Superpowers

OroCommerce also features a powerful low-code workflow automation engine, making it easy to adapt to unique processes. Its robust B2B foundation, recognized by Gartner, Forrester, and IDC as well as trade associations like NAED, NAW, and HARDI, makes it a secure and future-ready choice for AI-enabled commerce. That's why B2B enterprises focused on growth and flexibility choose OroCommerce.

Learn More

B2BEA Directory | Website | LinkedIn

Sana Commerce

Engineered for B2B

Company Overview

Sana provides B2B eCommerce solutions for Microsoft Dynamics and SAP via its Sana Commerce platform with the aim of helping wholesalers, distributors, and manufacturers grow their online sales. The platform is used by more than 1,200 web stores worldwide. Sana also offers supporting services including online marketing, search engine optimization (SEO) advice, hosting, design, and online payments.

Regions Served

Europe, Global

Industries served

B2B

B2B Superpowers

With Sana Commerce Cloud, you create a single source of truth for all your data. Only one database needs to be maintained, and all data is updated in real-time. Meaning, once something changes in the ERP, this is immediately reflected in the web store – without delay – and vice versa!With Sana Commerce Cloud, you create a single source of truth for all your data. Only one database needs to be maintained, and all data is updated in real-time. Meaning, once something changes in the ERP, this is immediately reflected in the web store – without delay – and vice versa!

Learn More

B2BEA Directory | Website | LinkedIn

Shopware

Make it better, faster with Shopware

Company Overview

Founded in 2000 in Germany, Shopware is a powerful open-source eCommerce platform designed for B2B, B2C, and D2C businesses. With a headless, API-first architecture, it offers flexibility, scalability, and seamless third-party integrations. Built on Symfony and Vue.js, Shopware enables brands to create tailored digital commerce experiences.

Regions Served

Europe, North America

Industries served

B2B, B2C, and D2C

B2B Superpowers

A key strength is its community-driven approach, with continuous innovation from thousands of developers worldwide. Shopware provides Enterprise solutions, offering AI-powered personalization, advanced search, and multi-store capabilities.

Learn More

B2BEA Directory | Website | LinkedIn

Sitecore OrderCloud

Power commerce everywhere |
Leading headless ecommerce platform

Company Overview

Sitecore delivers a digital experience platform that empowers the world's smartest brands to build lifelong relationships with their customers. A highly decorated industry leader, Sitecore is the only company bringing together content, commerce, and data into one connected platform that delivers millions of digital experiences every day.

Regions Served

Asia & India, Australia & New Zealand, Europe, Middle East, North America, South America, UK & Ireland

Industries served

B2B, B2C

B2B Superpowers

Sitecore OrderCloud® offers a modern API-first architecture providing exceptional flexibility and scalability for complex B2B and B2C use cases. With robust developer tools, AI-driven personalization, and comprehensive commerce features, it ensures innovation, reliability in performance, and scale.

Learn More

B2BEA Directory | Website | LinkedIn

VTEX

The Backbone for Connected Commerce

Company Overview

VTEX (NYSE: VTEX) is the commerce suite of choice for bold CIOs and CEOs globally, delivering transformative outcomes with unprecedented operational efficiency. By unifying a comprehensive ecosystem of solutions—including B2C, B2B, Sales App, Pick and Pack, Data Pipeline, Retail Media, and Security Shield—VTEX empowers brands and retailers to eliminate friction, foster collaboration, and accelerate growth. More than just software, VTEX is an agent of transformation, seamlessly connecting customers, partners, and developers to drive tangible business results.

Regions Served

Global

Industries served

B2C, B2B and Retail

B2B Superpowers

VTEX: The Backbone for Connected Commerce is the only commerce platform ready to support manufacturers, distributors, and wholesalers in unifying all their B2B channels - from self-service and sales reps to punchout and EDI - through a native breadth of functionality.

Our platform offers advanced B2B workflows (RFQ, account hierarchies, tiered pricing), built-in Distributed Order Management (DOM), powerful search, and many other native capabilities.

Learn More

B2BEA Directory | Website | LinkedIn

Zoey

The B2B ordering platform built for wholesale distributors and manufacturers

Company Overview

Zoey is a B2B eCommerce and wholesale ordering platform built for distributors and manufacturers who sell through field reps, inside sales teams, and self-service buyer portals. The platform handles the full order lifecycle from quote to invoice, with built-in CRM, order management, customer-specific pricing, and a native mobile sales app with offline capability. Instructor-led onboarding gets businesses live without developers or agency partners.

Regions Served

North America

Industries served

B2B, Wholesalers & Distributors

B2B Superpowers

Purpose-built for wholesale distributors and manufacturers. Zoey combines a full self-service buyer portal with a native mobile sales app that lets field reps, delivery drivers, and trade show teams capture orders using barcode scanning, quick order forms, and full offline mode that syncs automatically when back online. Buyers can browse account-specific catalogs, check customer-specific pricing, place orders, reorder from history, and manage invoices on their own. Built-in CRM, OMS, quoting, invoicing, approval workflows, and AR consolidation replace third-party tools. No-code storefront design puts control in your hands. A built-in data mapper simplifies integration with ERP and accounting systems without custom development.

Learn More

B2BEA Directory | Website | LinkedIn

Znode

Headless, enterprise B2B ecommerce platform developed to enable growth

Company Overview

Znode (znode.com) is the most flexible, scalable B2B ecommerce platform. Leading manufacturers, distributors, and wholesalers choose Znode for its extensible API-first architecture, configurable B2B features, and unlimited scale. Znode is a distributed SaaS product of Amla Commerce, Inc. (amla.io).

Regions Served

North America

Industries served

B2B, Distributors, and Manufacturers

B2B Superpowers

Made for manufacturers and distributors, Znode has unmatched superpowers for managing complex B2B e-commerce. Multiple storefronts, brands, channels, and digital business models are easily launched in Znode with each experience being configurable. B2B personalization is easily configured with contract pricing, catalogs, payment terms, and more. The data to create these experiences integrates with one or more ERPs and other business systems through Znode's Commerce Connector, a data orchestration and integration engine. From RFQ management to B2B workflows, the list of superpowers is long and built on a core belief that B2B deserves the best.

Learn More

B2BEA Directory | Website | LinkedIn