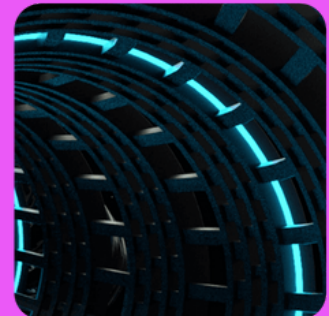


From Excel to Experience

How to succeed with B2B
commerce in manufacturing and
wholesale

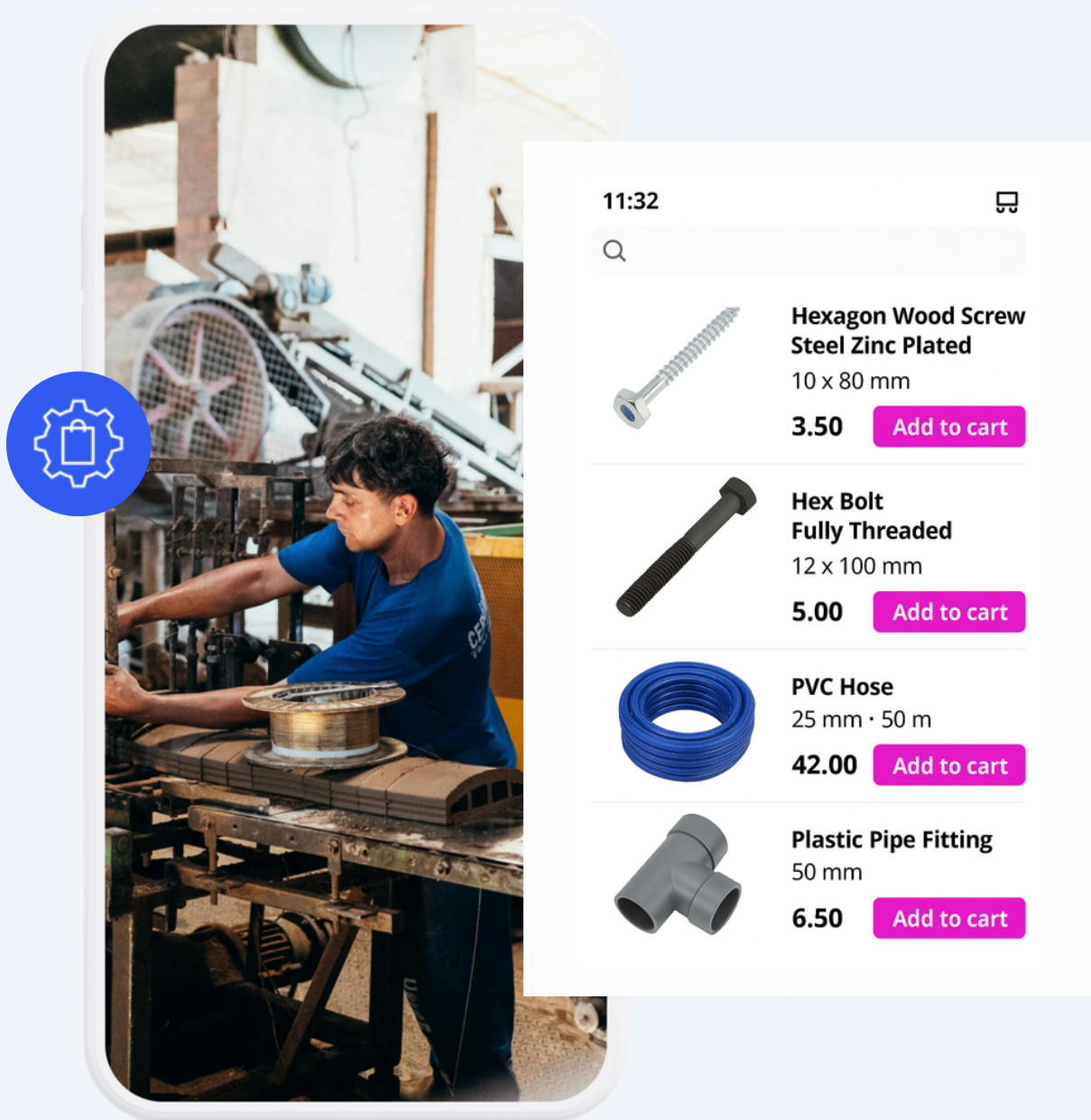


Smart
recommendations
with "up-sell" and
"cross-sell".



Digital sales start here

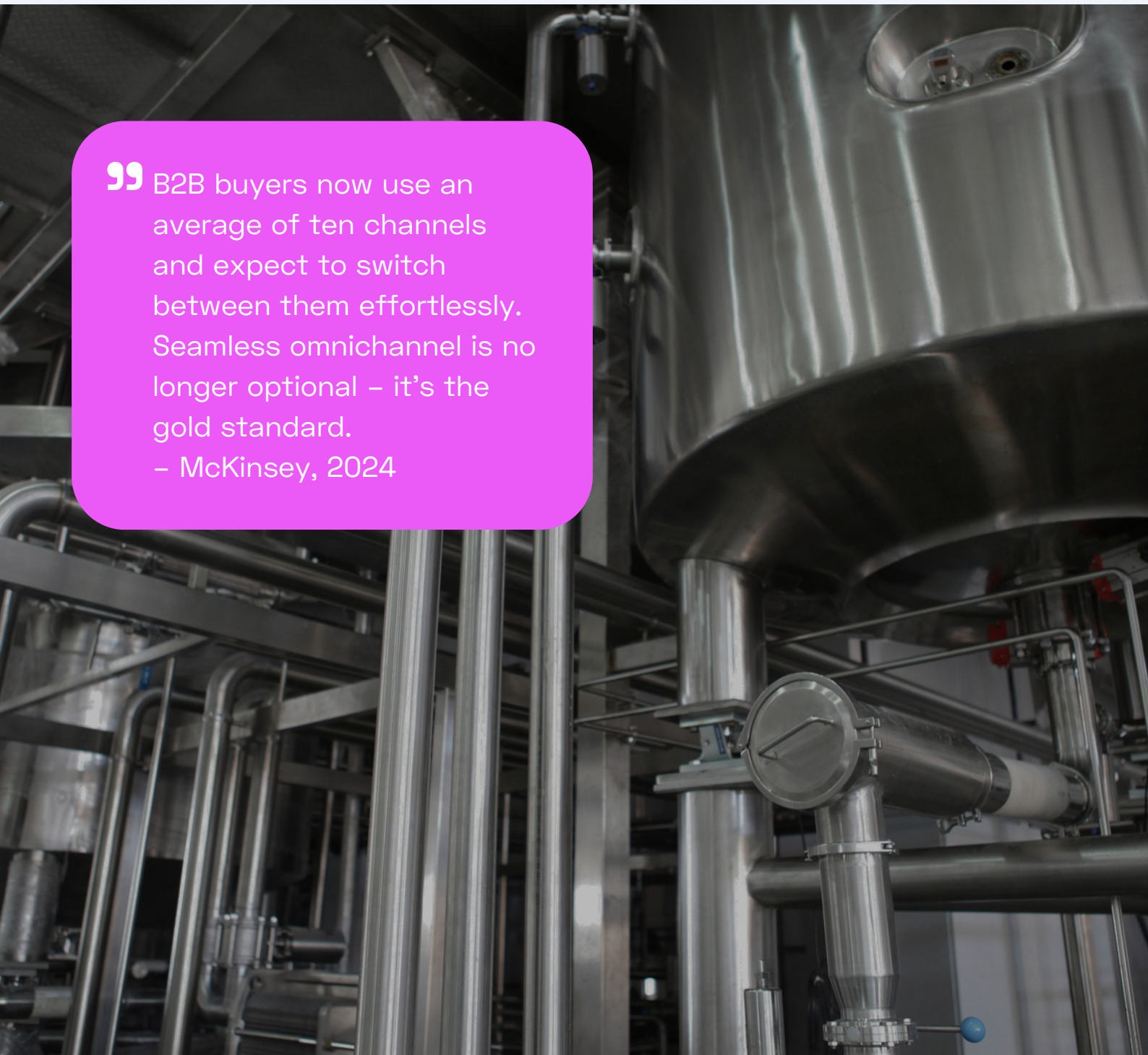
In many manufacturing, wholesale and industrial companies, B2B commerce still means phone orders, Excel spreadsheets, and PDF product catalogues. But the world is changing fast. Today's buyers expect a modern digital experience – even in complex B2B environments. This guide is built for decision-makers who are ready to take the first serious steps toward digital sales.

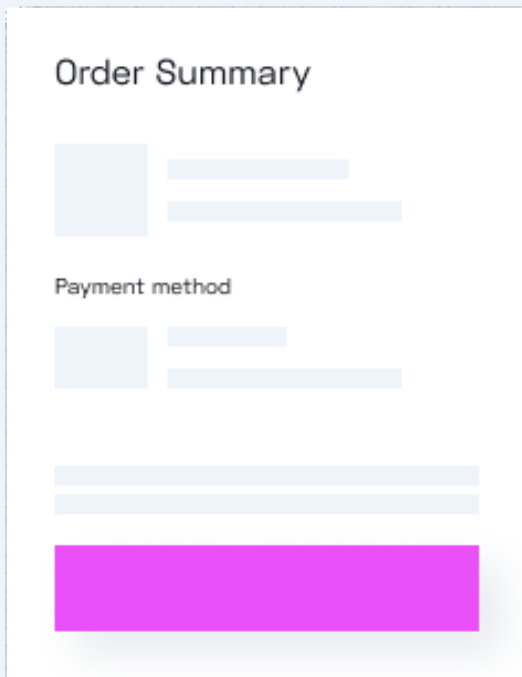


The B2B landscape has changed fundamentally

According to McKinsey's 2024 B2B Pulse Survey, ecommerce has overtaken in-person sales and buyers now expect consumer-like seamless omnichannel experiences. They move between digital self-service, remote interactions, and traditional meetings with equal ease, and they expect all of them to work together. Digital commerce is no longer a future plan – it's the present reality. Companies that embrace this shift are not only meeting expectations but outgrowing their competitors.

” B2B buyers now use an average of ten channels and expect to switch between them effortlessly. Seamless omnichannel is no longer optional – it's the gold standard.
– McKinsey, 2024



A mockup of an 'Order Summary' form. It features a title 'Order Summary' at the top. Below it is a light blue square icon followed by two horizontal lines for text. Further down is the label 'Payment method' followed by another light blue square icon and two horizontal lines. At the bottom, there are three horizontal lines, with the bottom-most one being a solid magenta bar.

Why Now?

A third of B2B buyers prefer digital channels, and ecommerce is now the top revenue-generating channel for companies that offer it according to McKinsey B2B Pulse Survey.

Meanwhile, PwC's latest global procurement survey shows companies targeting a 70% digitalisation rate by 2027. This means the customers are already there.

*Source: PwC Global Digital Procurement Survey 2024

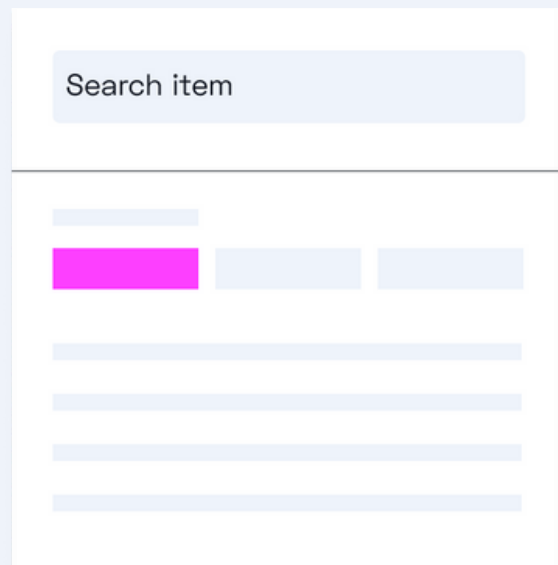
”

Efficiency gains, process transparency and better UX are now the main reasons companies invest in digital procurement.

– PwC, 2024

B2B Commerce is not an IT project, It's a business transformation

Digital commerce touches every part of your company – from product and pricing structures to logistics and sales teams. A successful project requires cross-functional leadership and a clear link to your business goals. Norce Commerce is a leading SaaS platform for digital commerce, a powerful and advanced B2B commerce engine. Norce enables B2B leaders align technology, processes, and people to create real business value.

A mockup of a search interface. It starts with a light blue rounded rectangle containing the text 'Search item'. Below this is a horizontal line. Underneath the line is a small light blue bar, followed by a magenta bar, and then two more light blue bars. Below these are four more horizontal light blue bars of varying lengths, stacked vertically.



Key drivers for B2B companies to invest in digital sales channels

Across industries, B2B companies are accelerating their digital transformation to meet rising expectations and unlock new commercial opportunities. Below are the most commonly cited reasons among Norce Customers for investing in modern ecommerce solutions:

24/7 availability

Digital commerce never sleeps. Businesses can serve customers around the clock, enabling order placement, product discovery and support far beyond traditional office hours.

Increased sales without growing the sales team

A scalable digital channel supports growth by automating routine sales processes, freeing up the sales force to focus on high-value customer relationships.

Drive upsell and cross-sell opportunities

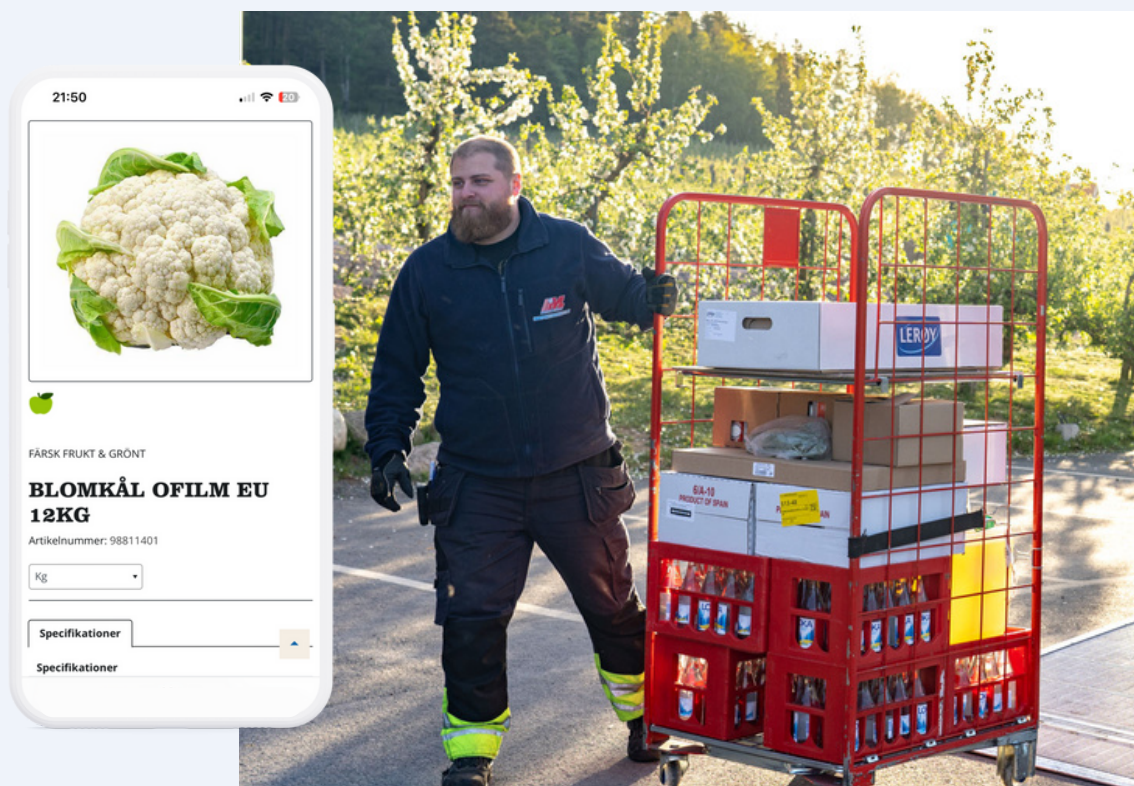
By showcasing complementary products and bundles at key points in the buying journey, digital channels make it easier to drive increased order values.

Expose the full product range, including long tail assortments

Unlike traditional sales methods, digital platforms can make the entire assortment accessible, even niche or low-volume products that wouldn't otherwise be promoted.

Reduce buying friction

With streamlined navigation, transparent pricing, and intuitive checkout flows, e-commerce eliminates unnecessary steps and accelerates the purchasing process.



Enable self-service

Customers increasingly prefer the autonomy of placing and managing their own orders online, at their own pace, whenever they want, while still having the option to contact sales if needed.

Unified experience for both sales reps and customers

By providing a shared interface, both internal teams and customers work within the same baskets and proposals, ensuring consistency in pricing, assortment and communication.

Show prices and provide instant digital quotes

Real-time pricing and automated quotations simplify the decision-making process, especially for repeat buyers or time-sensitive procurement.

Adapt to a younger generation of buyers

As younger, digitally native procurement officers enter the workforce, expectations around intuitive, consumer-like experiences are increasing rapidly.

Enable data-driven sales optimization

Digital channels generate valuable insights from buying behavior to product interest that allow sales and marketing teams to make smarter, more proactive decisions.

Consistency across sales channels

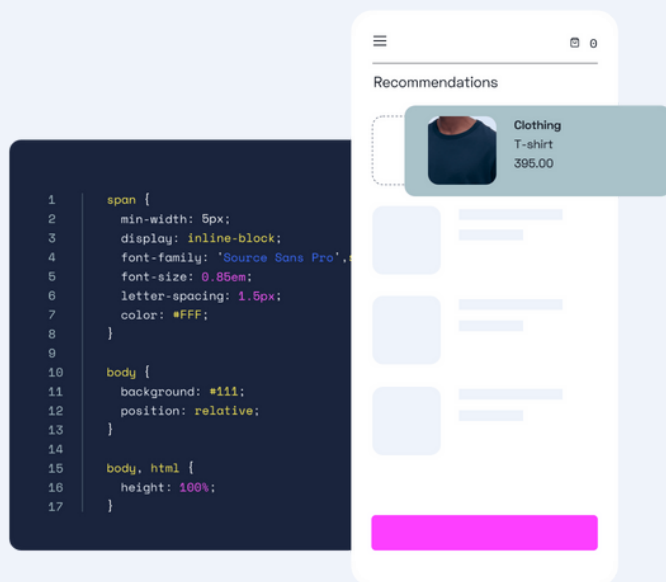
Promotions, pricing and customer experiences remain consistent, regardless of whether the interaction happens online, via a sales rep or in a physical channel.

Support flexible offerings and customer-specific pricing

With digital tools, businesses can tailor the assortment, terms and pricing based on customer profiles, driving loyalty and operational efficiency.



Norce – Built to meet complex B2B needs with simplicity and control

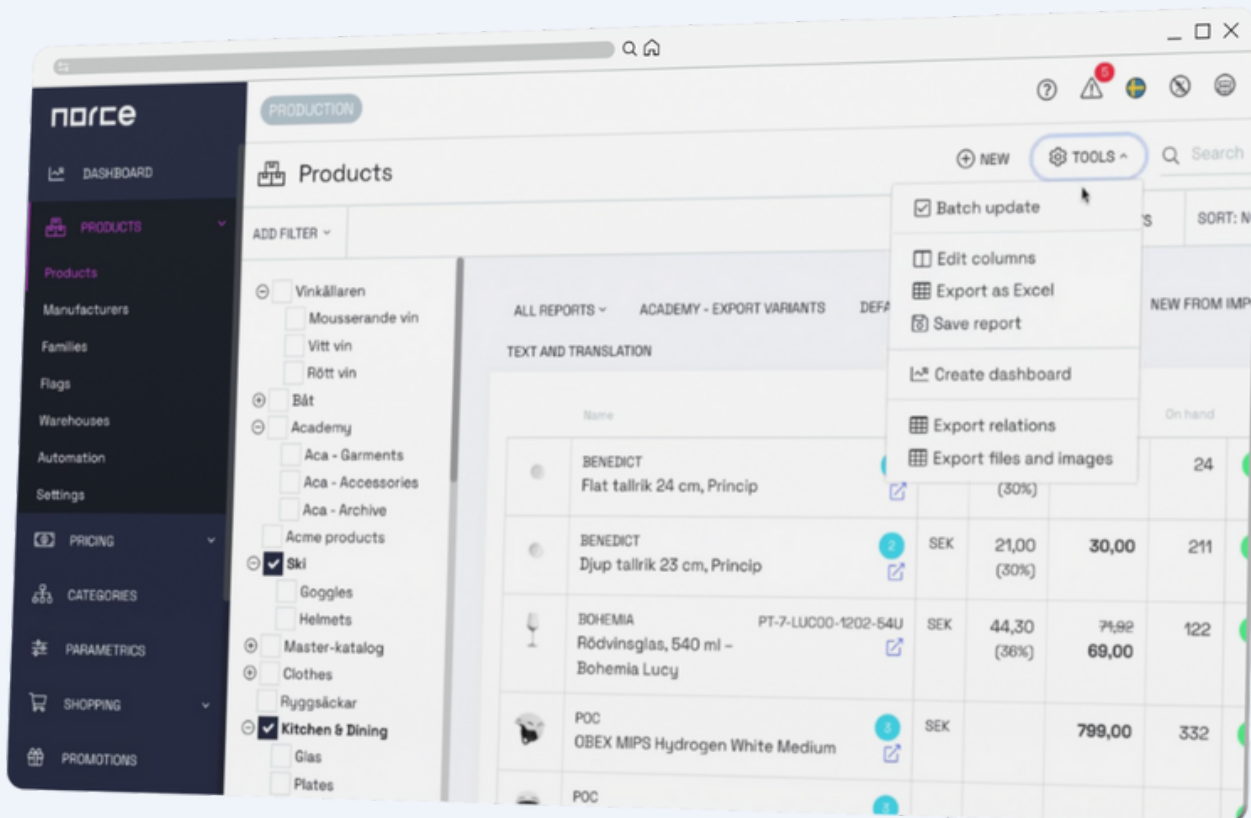


Meeting the demands of modern B2B commerce means delivering a transparent and frictionless buying experience, without compromising on complexity or control. With Norce, businesses can offer a self-service customer portal that acts as a digital extension of the sales team. Here, customers gain instant access to their unique assortment, prices, order history, quotes, and delivery options, all tailored to their specific profile.

Norce offers powerful functionality built on a composable set of business capabilities:

- Integrated, advanced PIM, enriching product presentations with structured content such as texts, images, technical specifications, manuals, safety sheets and videos, ensuring buyers have everything they need to make confident purchasing decisions.
- Support for complex product structures, making it easy to manage variants, product bundles, accessories, configurable items and logical relationships like upsell and cross-sell.
- Flexible pricing engine, enabling precise control over pricing models, including customer-specific prices, volume discounts, tiered pricing, bundled offers and time-limited deals, all handled centrally and consistently across markets. Already using your ERP for pricing? Norce easily imports and applies external price rules to maintain consistency across systems.
- Campaign engine, allowing for sophisticated promotional rules and conditions, such as discounts triggered by specific cart contents, customer groups, or purchase thresholds – supporting both conversion and strategic sales initiatives.

- Supplier integration for long tail assortments, making it possible to offer a broader product range without warehousing everything internally. Real-time data from suppliers ensures availability, pricing and delivery info is always accurate.
- Market and brand-specific configuration, providing full flexibility to manage assortments, content, terms and branding per market or business unit – perfect for enterprises operating across countries, languages or brands.
- Real-time stock and delivery visibility, showing accurate availability and lead times from all warehouses and stores. This gives customers the confidence to plan and place orders based on actual logistics capability.
- Collaborative quoting tools, allowing sales reps to create customer-specific quotes directly in the system. Customers can review, adjust and convert quotes to orders via the portal, streamlining traditionally manual processes.
- Dynamic cost calculation, showing total order value including negotiated pricing, applicable discounts and freight costs based on the customer's terms.



- Order history and smart reordering features, including saved favourites, repeat order templates and quick-order forms to speed up replenishment and support routine purchases.
- Flexible checkout options, supporting a wide range of internal and external payment and delivery methods, ensuring the experience matches customer expectations in every channel and market.

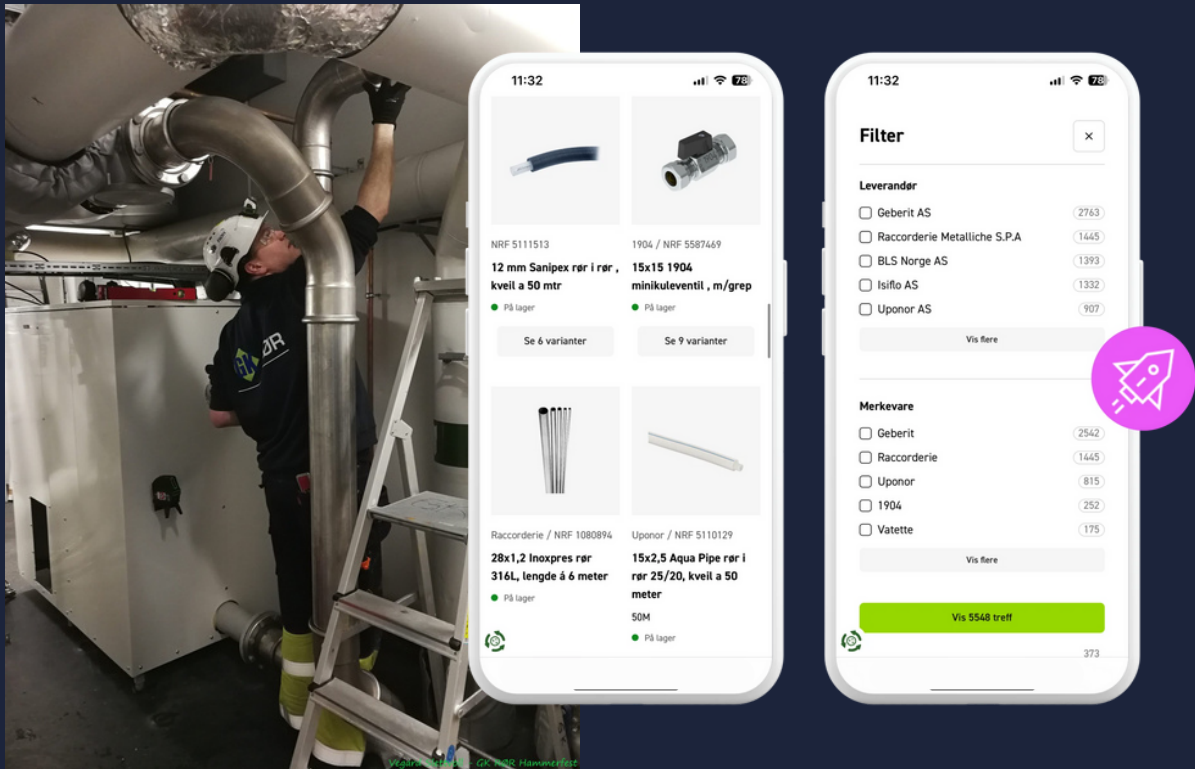
With Norce, digital B2B commerce becomes both powerful and personal, giving your customers the autonomy they expect and your organisation the control it needs to scale, adapt and grow.



User Experience is a key success factor in B2B

Industrial buyers are also digital consumers. B2B buyers now expect intuitive interfaces, self-service capabilities, and personalised content. According to PwC, UX has become a key driver of digitalisation. With Norce Commerce's headless architecture, you get full freedom to design a custom UX while the powerful back end handles pricing, logic, and integrations.

99 User experience is a key success factor
– it's more critical than technology itself.
– PwC, 2024



CASE STUDY

Knowit x Norce x Heidenreich

Heidenreich, a leading B2B plumbing distributor, needed to simplify a complex product catalogue, improve search accuracy, and offer a seamless ordering experience. The old platform was feature-rich but clunky. Together with the digital agency Knowit Experience and Norce, they built:

- A modern ecommerce site with structured PIM and variant logic
- AI-optimised search with Algolia, trained on real plumber behaviour
- A powerful integration hub connecting ERP and business systems
- A UX-first site designed from real user interviews
- MVP-driven launch strategy: early pilots, feedback loops, and agile releases

Their commerce landscape transformed with increased control, reduced complexity and a better customer experience. Orders increased with 6,500+ in the first two months, there were fewer order errors and a faster buying experience and 9 out of 10 users prefer the new platform. Heidenreich now has a foundation for future services, SEO and growth.

Success was driven by:

- Decoupling from ERP dependencies
- Building modular, API-first integrations
- Cross-functional ownership of the digital journey

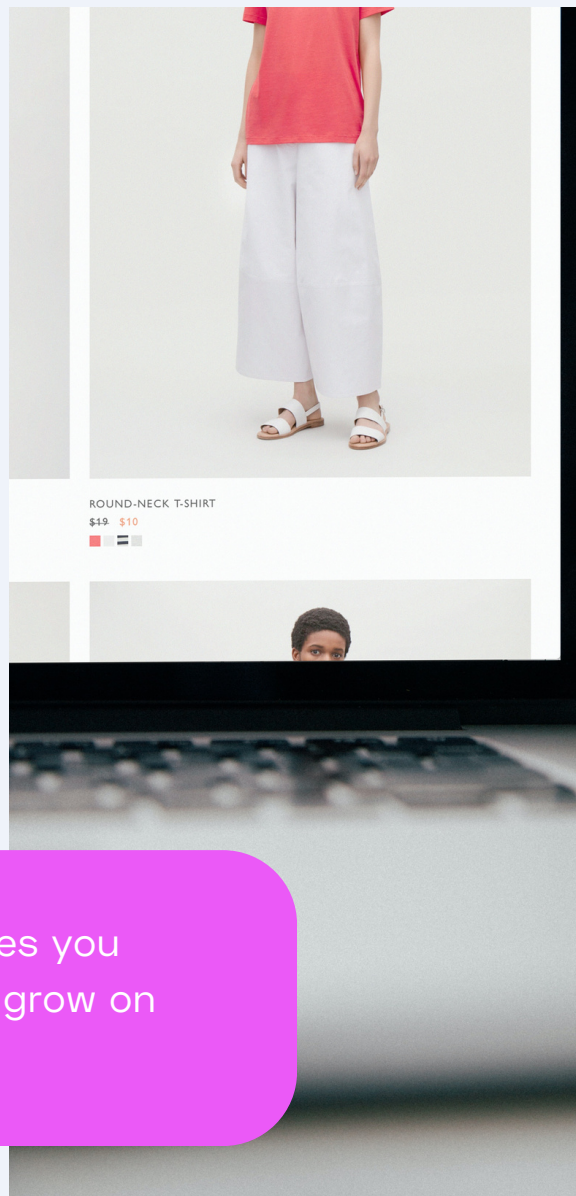
True SaaS = always scalable, always up to date

Norce is a True SaaS solution. That means:

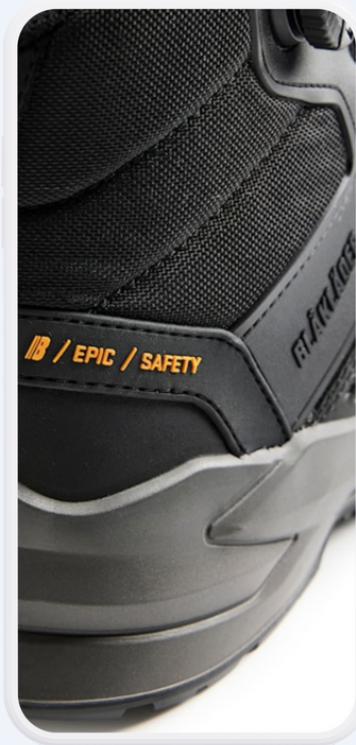
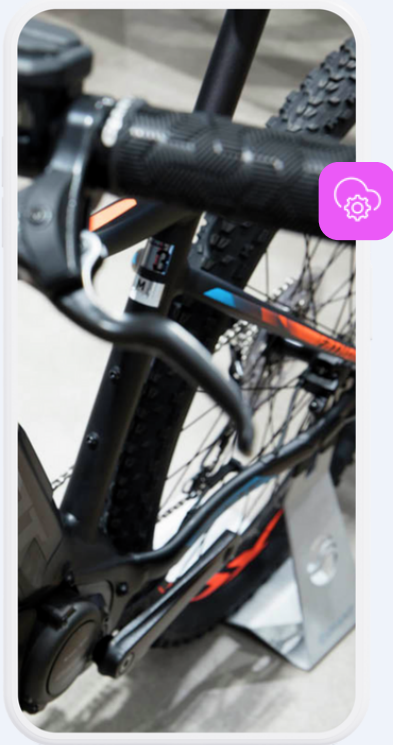
- Always on the latest version – no manual or costly upgrades.
- Automatic scaling – handles traffic peaks without performance loss
- Modular by design – evolve your solution without replatforming
- Secure by Design – built with security at the core of the architecture
- Hosted in Microsoft Azure – robust, reliable and enterprise-grade cloud infrastructure
- Pay-as-you-go – pricing and infrastructure that scale with your business

Build what you need when you need it

Norce supports a composable architecture with Packaged Business Capabilities (PBCs) that starts with essentials like PIM and enables you to add modules as your business evolves and to replace or reconfigure capabilities without replatforming. Once you are with Norce you can stay on Norce.



” Composable commerce gives you speed and flexibility – you grow on your own terms.



From planning to purchase – how to buy a modern B2B commerce platform

When you are ready to take the first serious steps towards digital sales and select your commerce platform there are some key steps for a smarter buying process to consider.

Key steps:

- Set clear business goals (not just features)
- Start with a focused scope that delivers business value (avoid the “big bang”)
- Map current systems and processes
- Choose a headless, API-first, flexible solution
- Embrace change management across departments
- Select the right partner with experts in complex B2B commerce
- Keep in mind: ecommerce is a continuous journey (not a “one-off” project)

Norce and its partner network are here to guide you through every phase.



+ Handles large assortments

+ Advanced pricing & campaign logic

+ Clever multi-market structure

Why Norce?

Built for B2B, ready for the future

Norce's powerful and advanced commerce engine is built for the realities of B2B and trusted by advanced B2B organisations such as Adlibris, Blåkläder and Spendrups. With enterprise-grade performance and Nordic roots we can make any B2B commerce become future proof. Norce Commerce includes:

- Powerful B2B functionality
- Seamless ERP, WMS, PIM, CRM integrations
- Full freedom to design a custom UX
- Structured PIM and variant logic
- Enterprise performance with mid-size agility

BLÅKLÄDER
WORKWEAR

SPENDRUPS¹⁸⁷

Duab

HEIDENREICH

M
MÅRDSKOG & LINDKVIST AB

SLP SWEDISH LORRY PARTS

TRESS

SCANDBIO

tarapac
DRESS YOUR PRODUCT

MP bolagen

Scanfast

Farmers First

SESSION.MAP

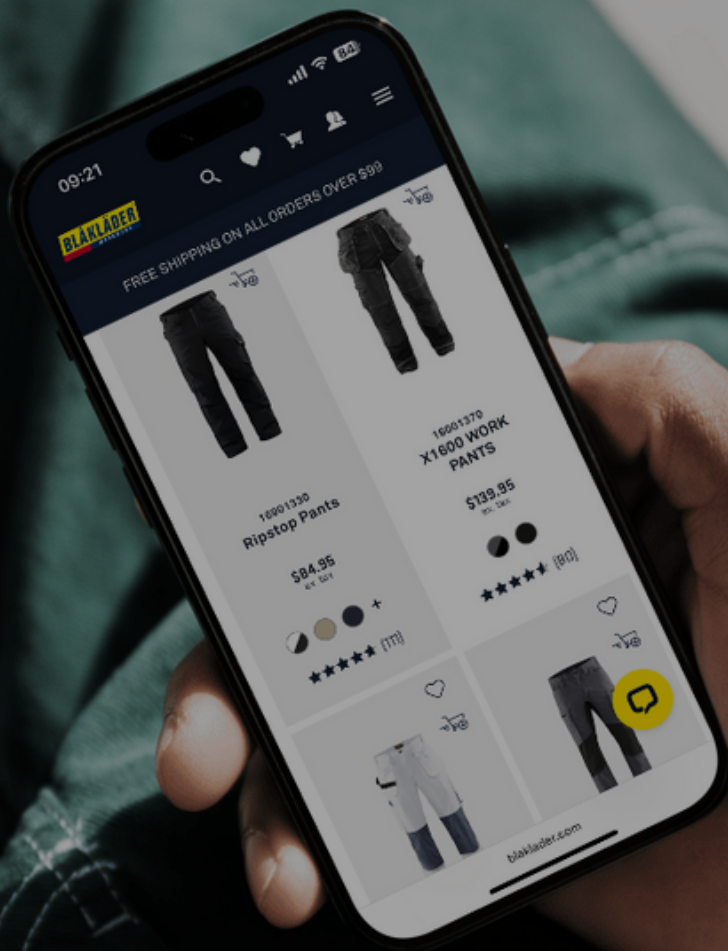
Adlibris

Sportson

FINAL WORDS

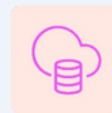
From legacy to leadership

The future of B2B commerce is digital, personalised, and always-on. Whether you are still working in Excel or are stuck in an outdated ERP-dependent web shop, it's time to make your move. Buyers are digital. Competitors are evolving. With Norce, you can act fast and smart. Ready to take control of your digital journey? Let's accelerate together!





Norce is the Nordic region's leading SaaS platform for digital commerce. We empower B2B and B2C companies with powerful technology to accelerate their digital business. Our expertise lies in managing large and complex assortments, optimising pricing & campaigns, and delivering powerful B2B functionality. We meet the most advanced needs for security, flexibility, and scalability through an architecture that is True SaaS, API-first, headless, and composable. Norce Commerce is today trusted by some of the Nordic region's most successful companies including Adlibris, Blåkläder, Cervera, Royal Design, and Spendrups. Our offices are located in Stockholm, Gothenburg, and Oslo where our teams of dedicated experts work with one common objective, creating superior value for our customers and partners. For more information, visit www.norce.io or follow us on [LinkedIn](#).



Norce
www.norce.io
sales@norce.io

Gothenburg – Stampgatan 14
Stockholm – Kungsgatan 9
Oslo – Universitetsgata 2

norce