

Future-proof and grow your digital commerce experience with a composable setup

Why B2B and B2C e-commerce management need to have a composable commerce strategy



Building a future-proof digital commerce experience

Many companies, whether B2B or B2C, are stuck in monolithic or self-developed e-commerce platforms which makes them vulnerable. The running cost of the solution and technology behind doesn't correlate to the need for flexibility, usability, or new business needs. So, how do you go from this scenario to an easy to scale, powerful digital commerce experience that always runs on the latest version? First, you don't have to throw everything under the bus. Let's look at how to approach this from different angles and move towards an easy to scale, SaaS e-commerce solution with powerful B2B and B2C functionality.

Are you stuck in an old platform? Let's get moving ahead!

You may have outgrown your existing solution or technology behind and need to accelerate development to meet new requirements. In addition, the cost of running and upgrading an old system is not justifiable. Also, the cost or time to change creates unacceptable barriers to constantly expand your solution so it addresses the necessary business requirements, not only for now but also in the anticipated needs for the future. This calls for a new mindset. Let's see how to adapt to new business needs and adopt a composable strategy going forward. Moving from a fixed to a modularized cloud-based headless architecture is a big move, but the pros outweigh the cons, and you don't have to do everything in one go. Let's see how.

Break new ground for expansion and speed of change

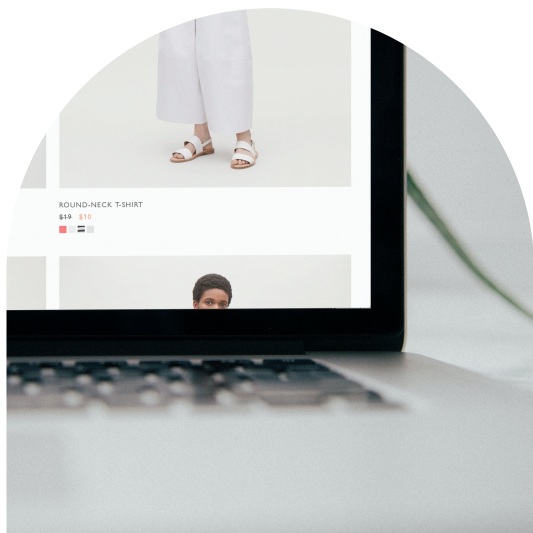
A composable architecture will give you a wide palette of opportunities. The strength lies in having an open architecture and being able to use packaged business capabilities and micro services tailored to unique business needs that work as part of the platform. This opens for expansion and speed of change without compromising on the customer experience. Regardless of whether your business is a B2B or B2C or D2C, you will have to invest in digitising your customer interactions, and success depends on how well and how fast you respond.

“A future-proof e-commerce platform should be in constant development according to customers' needs and market demand.”

“Digital commerce platforms are becoming increasingly modularized in a cloud-based world. Therefore, e-commerce management need to have a composable commerce strategy to future-proof digital commerce experiences.”

Using packaged business capabilities to meet changing business needs

The beauty with using packaged business capabilities (PBCs) is that each module solves your unique needs; let's say one for price management, another for check-out including micro services such as payment, shipping, and order for each market, and so on. If changed requirements arise, the PBC module can be reconfigured or replaced with another capability that better meets the requirements. The key is to make sure that the components you choose support regional services or systems. This will give you the flexibility and muscles for expansion.



Rely on True SaaS to scale and always run on the latest version

There is a difference between true Software as a Service (SaaS) and a Cloud service. True SaaS is multitenant, i.e., all customers are running the same version of the software, it is scalable, meaning that you don't have to worry about dimensioning your hardware, and it's cost efficient because you pay as you go. Since True SaaS reside in the cloud you can quickly scale up (or down) based on your needs. This means you can start using SaaS on a smaller scale and then expand as your business grows. In addition, you get new versions of the software on a regular basis at no additional cost.

UCreate an efficient B2B sales channel

B2B customers are increasingly demanding and expect a consumer-like experience with a modern user interface. Managing information about the products you sell is often a pain point, which calls for a strong PIM (Product Information Management system) to manage your product information in all channels. Other requirements for B2B functionality are customer specific pricing management, assortment control, shipping calculations and being able to scale to more countries and different currencies. With a robust and advanced B2B commerce engine you can enjoy the speed of change and even explore the opportunity to combine B2B and B2C in the long run.

Connect the commerce experience

The customer expects your commerce experience to be fast and intuitive to navigate without having to hesitate in the flow, at the same time your employees expect that it's easy to work with. It is also important to have possibilities for integration with many other systems and flexibility if customer needs and markets change. With a headless API-first approach you get the ultimate flexibility where the presentation layer is decoupled from the business logic and data management behind. In other words, you get total freedom creating the best user experience without having to worry what's going on behind the scenes.



Top pros for B2B

- Powerful functionality, customer specific pricing and assortments
- Support for quantity break pricing
- Strong PIM that supports complex product models, product bundles and support for Bill of Materials (BOM) structures
- Easy to design attribute driven product selectors and configurators
- Powerful functionality for multi market access with configurable pricing/currency, language, assortment rules, payment methods and shipping methods configurable by market
- Consumer-like experience (modern UX)
- Speed of change
- Comprehensive front-end API, supports building customer service applications and Price Quotation tools for sales
- Composable components (PBCs) for maximal flexibility
- True SaaS i.e., scalable, accessible, and always on latest version

Top pros for B2C

- Easy to scale, easy to use
- Speed of change
- Powerful pricing tools such as competition-based pricing and automatic currency calculations for multi market applications
- Freight calculation framework for optimal pricing and selection of viable shipping methods
- Full freedom to optimize customer experience using preferred front-end technology for each channel or application
- Extensive array of available ready to use adapters (e.g., payments, freights, CRM, POS)
- Attractive running cost
- Integration APIs to facilitate efficient integrations to external systems
- Front-end frameworks available for cost efficient and fast time to market projects

Do you want to future-proof and grow your digital commerce experience?

E-commerce management needs a composable commerce strategy to future-proof digital commerce experiences. Going for an easy to scale, easy to use, powerful digital commerce experience that always run on the latest version will accelerate development and meet new business needs. If you want more information about the functionality or business value and how we can be a part of your e-commerce solution, feel free to contact us!

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