

# B2B Commerce

## Offering summary

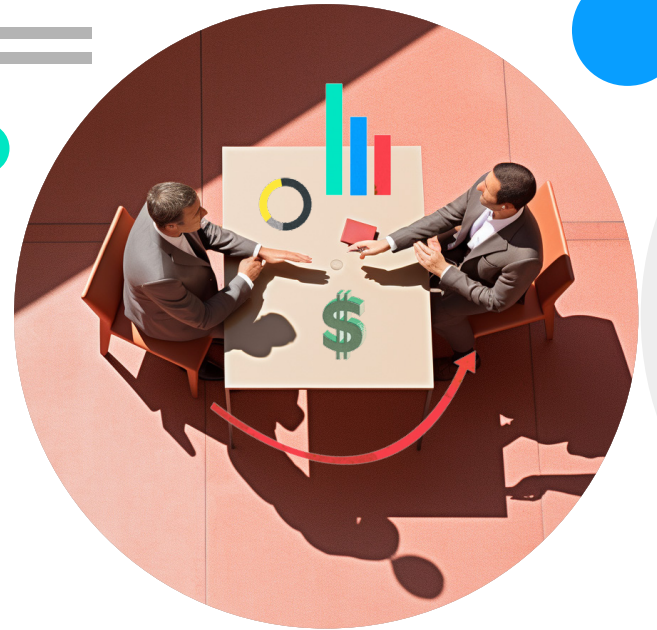
Keep up with B2B buyer expectations and emulate B2C-like access and experiences to drive engagement and retention. Accommodate a complex environment that includes B2B product portfolios with order profiles, fulfillment requirements and tolerances. At Publicis Sapient, we provide a seamless customer experience across digital commerce touchpoints and generate business value by lowering your costs to serve, generating incremental digital revenue and increasing customer satisfaction.

## Solving digital transformation challenges

### Building B2B commerce solutions that maximize growth and profitability.

Building and maintaining relationships is key to success in the B2B market, but unfortunately, buyer loyalty is waning. B2B providers are unable to create and deliver the customer-focused access, content and experiences that businesses are seeking. Businesses need help differentiating from competitors with an approach to clearly convey their expertise, value, recommendations, transparency and quality.

We provide scalable B2B commerce solutions that align with your business values. We evaluate data quality, establish trust with your stakeholders and ensure governance. Most importantly, we optimize your commerce operations through cultural transformation and change management to help ensure that your teams understand and embrace the new solution.

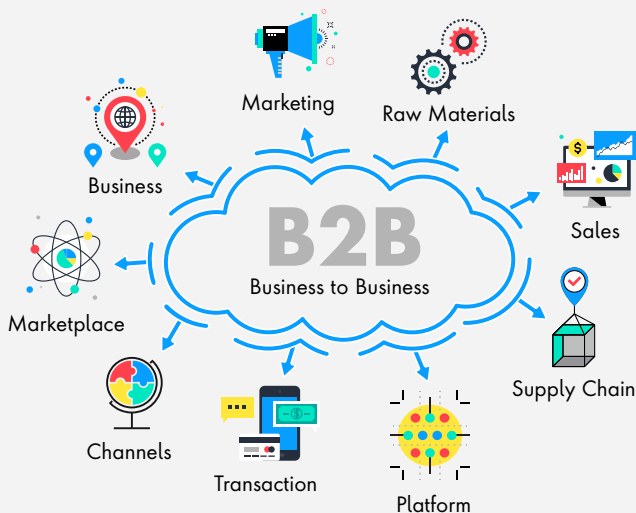


## Delivering exactly what customers want

Exceptional B2B commerce experiences can be a key differentiator for your business. We help you build digital commerce solutions that:

- **Give buyers product and application expertise and a way to easily compare products.** This can happen through extensive tagging with metadata and material guides along with comparative visualizations of material properties
- **Keep customers informed on competitive pricing and product quality.** This means fast access to a flexible estimate calculator and the ability to analyze trade-offs of service level versus cost
- **Allow customers to speak with someone who can facilitate order changes or the sale.** With user-centricity embedded across solutions, customers feel like they have a partner invested in their success
- **Offer timesaving self-service tools for simple tasks.** Flexible features allow customers to complete tasks such as scheduling auto-purchases and making direct purchases in an integrated procurement system
- **Enable transparency across product availability, shipping status and delivery times.** B2B buyers often are B2C sellers or B2B2B sellers. This requires a back end that manages expectations based on a set of rules established by the team
- **Access product quality guarantees.** Build B2B trust with payment escrow service, a seller certification system, and seller activity and response rating

## Navigating the complex world of B2B commerce



## Create an end-to-end commerce ecosystem

We connect both frontstage and backstage capabilities in an end-to-end ecosystem to help you unlock both business and customer value. On the frontstage, this involves the channel experience—the customer touchpoints, features and user interfaces that can make or break a sale. In the backstage, we support the organizational and operational components, including the operating model, processes, technology and data.

This process includes five key components:

- 1 Integrating new capabilities into existing technology.** Clients must manage their technical debt while creating new capabilities. With composable architecture that uses microservices and APIs, we provide the building blocks to help you seamlessly integrate new B2B commerce capabilities into your existing technology landscape or a third-party marketplace—and scale them.
- 2 Establishing data quality and trust.** Business executives don't always trust their company's data due to complex pipelines and challenges with findability, accessibility, interoperability and more. We establish clear data governance early to ensure you can act on data to maximize its value.
- 3 Embedding user-centricity in the organization.** Companies today must pivot from being product-centric to customer-centric. We deliver client experiences and customer experience solutions that help you embed a user focus in all that you do. This results in digital solutions that solve key customer needs.
- 4 Supporting change management.** Digital transformations can fail when they don't have buy-in from employees. We begin with a fundamental reset of mindsets and behaviors, taking a human-centered approach to ensure a transformation is successful and embraced by employees. These informed and aligned teams then work together to adopt new capabilities, significantly reducing the risk of transformation failure.
- 5 Optimizing and managing commerce operations.** We help you adopt the skills needed to maximize systems, data, people and processes. As needed, we sustain commerce solutions by supporting our clients with managed services.

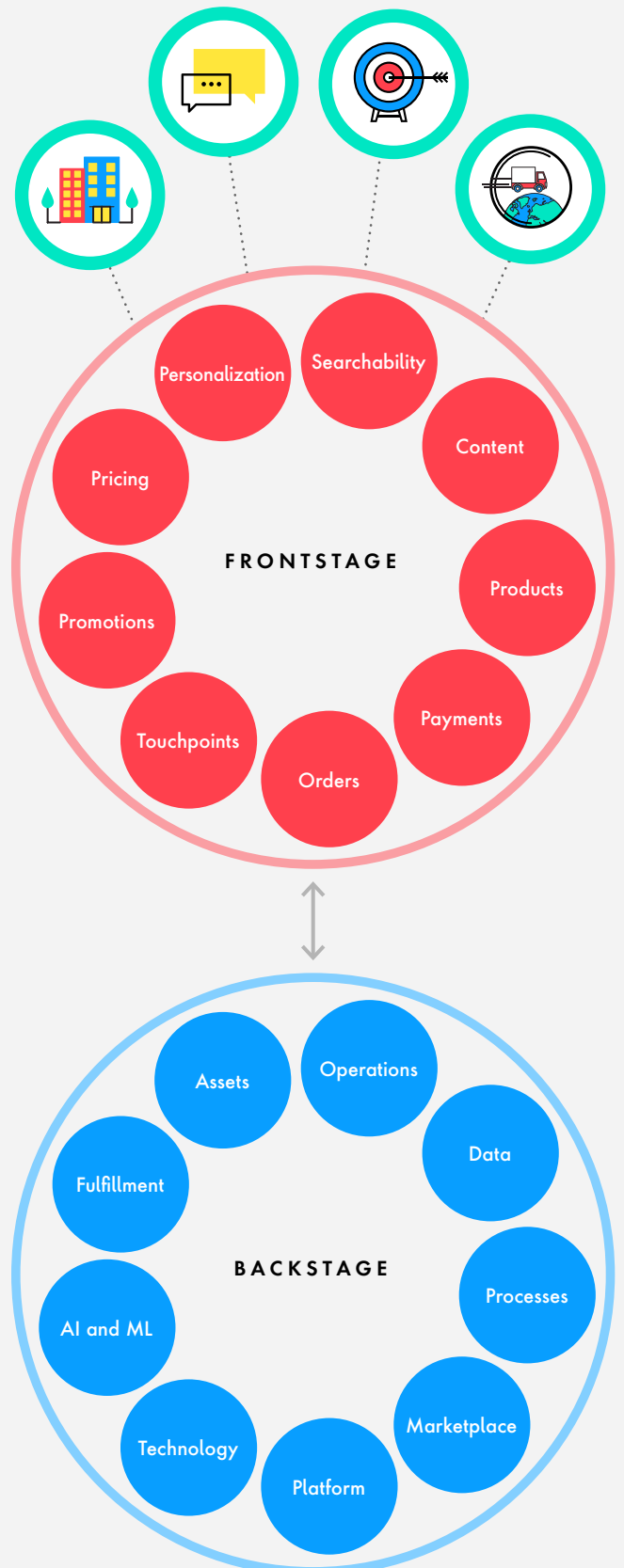
## Customers at the core

We bring to bear our expertise in customer experience to embed customer-centricity in the heart of B2B commerce solutions. For instance, enabling different interactions for new customers versus returning customers.

Our customer-centric approach allows you to:

- **Connect the end-to-end user journey** and gain visibility into the complete purchasing cycle, not just individual steps
- **Understand all different personas** for key customer groups and act on data to ensure their needs are met
- **Embed customer and user insights** into the delivery process to understand problems, test solutions and fix issues early

## An end-to-end approach to B2B commerce



## A strong technology backbone

Our composable architecture includes reusable, channel-agnostic services that can be easily customized and stitched together to serve multiple journeys and enable innovation. This API-driven, component-based and cloud-hosted architecture significantly reduces build time, downtime and business disruptions.

Through a headless commerce approach, our architecture allows front-end applications to be decoupled from back-end commerce functionality. This means your business can make updates and edits on the front end without interfering with back-end processes.

Underpinning it all is MACH, the basis for composable and headless commerce. This swappable enterprise tech stack allows every component of a B2B commerce solution to be pluggable, scalable, replaceable and continuously improved through agile development.

As we implement technology, we focus on speed, value and quality to ensure incremental, consistent improvement. Minimum viable product (MVP) projects typically take eight weeks. Sprints are defined by feature identification and prioritization to quickly produce an MVP and test it. Features are then incrementally added in a circular **design-build-test-learn** process. We bring a proven governance and collaborative approach for a smooth program execution.

## B2B commerce business value

- Automation plays a key role by allowing account managers to focus on high-value activities and provide better service across their client portfolio, **reducing costs by 20% on average**
- Personalized recommendations enable account managers to drive cross-sell and upsell opportunities, **increasing revenue by 35%**
- Frictionless and engaging experiences across all touchpoints **increase average order value by 38%**

## Partnerships

We partner with commerce, technology and marketing leaders to provide a comprehensive 360 approach.

### Our partners include:



commerce cloud

Commerce platform trusted by industry-leading brands



Adobe Commerce Cloud

Commerce platform to personalize B2B and B2C experiences



Cloud-based headless commerce platform



A complete, connected and composable platform



E-commerce platform and service

## How we've made an impact



### The imperative for change:

- Put digital at the heart of operations and launch a centralized platform to connect its more than 170 operating companies
- Capitalize on scale to optimize investments, increase efficiencies and enable experiences that would define new standards for B2B and B2C players
- Create friendlier omnichannel experiences that propel customers to the next stage of their journey, regardless of touchpoint

### The transformative solution:

- Created "Spark," a digital platform that fosters collaboration, knowledge exchange and co-creation
- Employed a modular architecture that accommodates growing data volume, increasing business demands and rising customer expectations
- Used the synchronized omnichannel platform to connect customers and associates and deliver a perfect order

### The business impact:

- **100% frictionless omnichannel experiences across the customer journey**
- **170 operating companies connected**
- **9 months to MVP, 12+ months to scale**
- **200+ employees in a digital factory working in agile sprints at scale to deliver the new value proposition**



### The imperative for change:

- Fix a broken web reservation platform causing funnel leakage
- Create an e-commerce solution that is flexible, scalable and intelligent to drive efficiencies and generate revenue
- Reimagine B2B commerce while opening a DTC market

### The transformative solution:

- Implemented a dynamic, component-driven architecture with Adobe Experience Cloud integrated with Adobe Commerce
- Implemented a hybrid Adobe Cloud and Azure solution and enabled complete automation, ensuring security and performance
- Provided end-to-end support from strategy to build of solution

### The business impact:

- **Drove a strong channel shift from offline to online reservations, freeing up sales representatives' time to focus on business growth and building relationships**
- **Increased user search activity, with more products viewed online**
- **Reduced funnel leakage and increased average order value**



## LET'S CONNECT

For more information, visit [publicissapient.com/solutions/digital-commerce](https://publicissapient.com/solutions/digital-commerce).

## WHY PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain a competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities: Strategy and Consulting, Product, Experience, Engineering and Data, which combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients' businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit [publicissapient.com](https://publicissapient.com).