

EBOOK

Outgrowing the Competition with B2B Commerce

How four manufacturers are using Magento Commerce to stay ahead



Many manufacturers today are struggling to keep pace with a fast-changing world

Demographics are shifting and skewing younger. Traditional distribution networks and supply chains have been disrupted. And customer demand is fluctuating. All these things can lead to lower sales and less predictable revenues. To succeed in this time of change, manufacturers must adopt innovative new strategies.

One of the most promising new strategies is direct-to-consumer (D2C) selling. Surveys suggest that more than 80 percent of consumers are likely to buy direct from a manufacturer within five years.¹ And analysts estimate that D2C sales will reach \$18 billion by the end of 2020.²

Many manufacturers are looking at making the buying experience simpler and easier for their business customers. They're allowing digital orders and online payment options, making it easier for customers to configure and customize products online, and providing subscription options.

The one thing all these innovative strategies have in common is that they won't work without a flexible and scalable commerce platform.

This eBook looks at how four manufacturers are using Magento Commerce to adopt new business models and respond nimbly to all kinds of change.



RXBAR

Making an omnichannel strategy pay off

Consumer packaged goods company uses Magento Commerce to simplify, scale, and make smarter decisions

About RXBAR

Protein bar manufacturer RXBAR got its start in a basement. Four short years later, it was acquired by the consumer packaged goods giant Kellogg for \$600 million.

Challenges

Initially sold through retail, gyms, and coffee shops, RXBAR needed a sophisticated eCommerce platform to address significant demand in the direct-to-consumer space. They wanted to stay connected to their customers and offer a shopping experience that felt authentic

to the brand. They also wanted a solution that would be easy for them to maintain and customize as they grew the company globally.

Why Magento Commerce

RXBAR chose Magento Commerce because it provides a robust, easy-to-manage solution that supports omnichannel B2B and D2C selling experiences via a single platform. Out-of-the-box features and downloadable extensions allow RXBAR to customize the platform for its specific business nuances.



Results

Today, RXBAR can easily manage multiple dynamic storefronts, offering one set of products, prices, and web experiences to wholesalers and a totally different online experience for D2C fulfillment. Two-way dialogue with direct customers generates new insight

and growth across all areas of the business. They use eCommerce data (sales, reviews, etc.) to inform product development (best new flavors, brand extensions) and to help them sell their products into the retail channel.

HIGHLIGHTS

D2C now accounts for nearly 75% of RXBAR's online revenue

Magento Commerce streamlines operations, empowering RXBAR's small team

[Read the success story >](#)

“We are one of a small segment of consumer packaged goods food brands that sell directly to consumers, and that’s a strategic advantage for us. Being able to have that two-way dialogue with our customers is crucial for us—whether it’s through email signups, gaining feedback via on-site product reviews, or live chats with our customer support team. That’s all valuable information that we wouldn’t have if we just sold through traditional retail means, and it is another way for us to be transparent with our customers.”

– Katie Ehrhardt, Director of eCommerce, RXBAR



of RXBAR's online revenue is D2C

Steelcase

Enabling a better B2B sales experience

Furniture giant turns to Magento Commerce for greater ease and integration to vastly improve the buyer experience

About Steelcase

A leader in the office furniture industry, Steelcase serves customers of all sizes—from individuals searching for the perfect office chair to major global enterprises looking to outfit an entire office building.

Challenges

Steelcase's existing proprietary platform was struggling to keep pace with the rapidly changing eCommerce market—largely due to its complex business model,

which included an extensive dealer network through which their products were sold and a build-to-order product portfolio with 25 quadrillion possible SKUs.

Why Magento Commerce

The furniture giant chose Magento Commerce because it offers a modern, modular, and flexible platform that aligns with the Steelcase brand and technical vision.



Results

The Magento Commerce platform has simplified Steelcase's complex business model:

- A single foundation for B2C and B2B commerce
 - Direct integration with the company's specialized catalogue builder system
 - Easy integration with dealers' eProcurement systems
- A capability that allows customers to configure their purchases and then preview their configured product via 3D visualization
 - A customized shopping experience that connects customers with the correct dealer, delivers a user-friendly product selection process, and provides expedited checkout

HIGHLIGHTS

Roughly 90% of B2B sales come from eProcurement systems

One product identity—thousands of customized variations

[Read the full case study >](#)

“Magento Commerce is a modern, flexible platform that allows us to present our complex product offering to customers in a friendly, approachable, and easy-to-understand way. It's aligned to our brand and what customers expect from a modern online shopping experience.”

– Eric Zillmer, eBusiness Platform Manager, Steelcase Inc.



of B2B sales come from eProcurement systems

QuestMark

Laying the groundwork for future growth

Industrial contractor uses Magento Commerce to reduce costs and meet the needs of B2B buyers

About QuestMark

With solutions for commercial, retail, and industrial floors, QuestMark is a division of North America's largest roofing and flooring contractor—CentiMark Corporation—which has over 80 offices and 3,500 employees.

Challenges

QuestMark wanted to create a user experience that would encourage customers to shift to digital. Their webstore was outdated, so they wanted a modern platform that would enable a more visual shopping experience modeled after consumer sites.

QuestMark had several goals:

- Make it easier for customers to order online
- Support customers using eProcurement systems
- Help lower costs through self-service
- Offer a differentiated experience

Why Magento Commerce

QuestMark chose Magento Commerce for both technical and business reasons, mainly because it offers out-of-the-box functionality, lower TCO, and a robust platform with the ability to scale.



Results

QuestMark has improved their B2B buyer experience while also lowering customization costs. The improved user experience has made it much easier to convert buyers to digital. The installed base, availability of skilled Adobe partners, and marketplace for Magento extensions have also driven down TCO.

HIGHLIGHTS

Average order value increased by 61%

Number of transactions shot up 393%

The company enjoyed a staggering 633% increase in sales

[Watch the success story video >](#)



“The massive installed base, the availability of skilled Magento partners, and the marketplace for Magento extensions—all of these factors drive down our total cost of ownership over the long term.”

– Greg Wilson, Senior Vice President and CIO, CentiMark

JCB

Increasing customer confidence with a robust eCommerce platform

Construction manufacturer creates new B2B sales platform with Magento Commerce and drives up online revenue

About JCB

JCB is one of the top three manufacturers of construction equipment in the world. They employ over 12,000 people on four continents, selling products in 150 countries through 2,000 dealer locations.

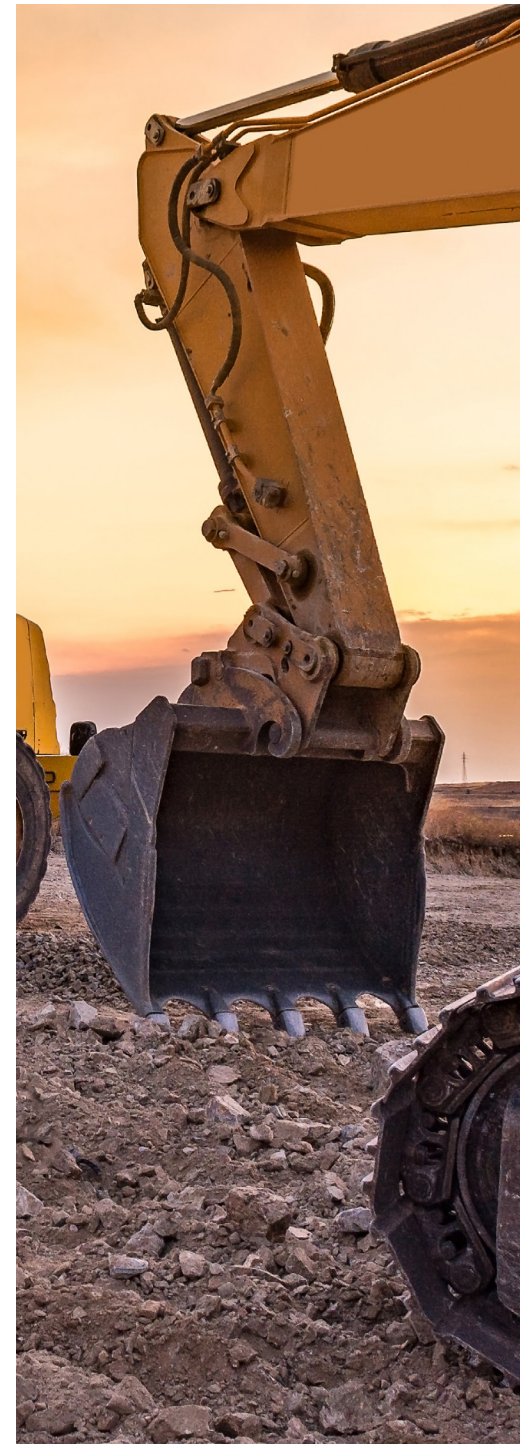
Challenges

In an effort to drive online revenue, JCB decided to take their vast parts catalogue online for public access, making it easier for customers to do business with the company. To do this successfully, they needed an affordable, enterprise-level

eCommerce platform that could scale to handle 250,000 SKUs, as well as a way to measure success by total traffic, conversion rate, average order value, and customer feedback. And they needed to be able to take their solution to market quickly.

Why Magento Commerce

The construction giant chose Magento Commerce for its range of features—including parts diagrams and a parts finder that lets users search by serial number, part number, or model—that make it easier to find and buy spare parts, streamlining the customer's buying journey.



Results

The time and effort needed to find the right parts have been greatly reduced, which gives customers complete confidence that they are ordering the correct part from a genuine source. And integration with dealer ERP systems makes for a single, consistent buying journey.

HIGHLIGHTS

Only 4 months to take complete parts catalogue online

Native multi-store architecture, allowing JCB to roll out dealer sites easily and efficiently in just weeks

Ability to click and collect from local dealers

[Read the full case study >](#)

“We have empowered JCB customers to quickly locate parts from a catalogue of 250,000 items for their machine.”

– Craig Jeffery, Service and Parts Digital Innovation Manager, JCB

4-month
implementation time

Grow your eCommerce business with a simple, powerful platform

Taking your business to the next level doesn't mean dialing up complexity. In fact, many manufacturers are turning to Magento Commerce because it simplifies eCommerce AND does much of the heavy lifting.

Discover the advantages for yourself:

- Create powerful brand experiences
- Serve business buyers with native B2B functionality
- Reach your buyers, wherever they are
- Manage orders and optimize fulfillment across channels
- Boost revenue with new business models
- Fuel your growth with actionable business insights
- Simplify operations with scalable, secure cloud commerce
- Innovate faster with a global ecosystem of experts



Digital is the future of commerce. Work with Magento Commerce—a modern platform that can help you meet your buyers where they are, innovate your strategy, and drive continued growth.

[Request a demo >](#)

- ¹ Diffusion 2018 Direct-to-Consumer Purchase Intent Index, Forrester/Internet Retailer
- ² <https://www.emarketer.com/content/us-direct-to-consumer-ecommerce-sales-will-rise-to-nearly-18-billion-in-2020>

ADOBE EXPERIENCE CLOUD

Leveraging deep customer intelligence, Adobe Experience Cloud gives you everything you need to deliver a well-designed, personal, and consistent experience that delights your customers every time you interact with them.

Built on the Adobe Experience Platform, leveraging Adobe Sensei machine learning and artificial intelligence, Adobe Experience Cloud gives you access to the world's most comprehensive suite of solutions across three clouds—Adobe Analytics Cloud, Adobe Marketing Cloud, and Adobe Advertising Cloud. And because it's from Adobe, it's integrated with Adobe Creative Cloud and Document Cloud so that the design of a great experience is inextricably linked to its delivery.

ADOBE COMMERCE CLOUD

Adobe Commerce Cloud combines Magento Commerce with Adobe Experience Cloud, providing an end-to-end platform to manage, personalize, and optimize the commerce experience across every touch point.

MAGENTO COMMERCE

Magento Commerce is a flexible, scalable commerce solution with integrated tools for managing, measuring, and optimizing every aspect of the commerce experience.

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