



FRONT-COMMERCE
Keeping Change Simple.

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MODERN B2B COMMERCE EXPLAINED

E-BOOK GUIDE

B2B eCOMMERCE: UNLOCK NEW GROWTH POTENTIAL

The playbook to evolutive and flexible B2B commerce platforms.

www.front-commerce.com



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RETHINKING THE B2B BUYER JOURNEY

The B2B buyer journey has always been complex. And today, with the ever-changing demands of the modern industry buyer, it has become even more necessary to rethink the buyer journey, creating a future-ready digital experience.

In the age of digital transformation, buyers are increasingly taking control of the buying process. They're researching their options online and engaging with suppliers early in the process. This has led to a new, more complex buyer journey that businesses can find difficult to navigate.

To succeed in today's market, it's essential to understand how this B2B buyer journey works and adapt your sales and marketing strategies accordingly.

In 2023, an estimated 17% of B2B sales are expected to be generated digitally.

- [Statista](#)

Sales are high-cost making representation incredibly important in order to maintain a flow of interested buyers. When a brand seeks out a wholesaler, they're going to look for the option that is easiest, the most streamlined, and the fastest. If you want to be first in line, you'll have to make sure your website is compatible with mobile devices.

A closer look at the different stages of the B2B buyer journey:

Awareness	The buyer becomes aware of a need. At this stage they may not be aware of the available solutions.
Research	The buyer starts researching potential solutions, reaching out to their network or searching online.
Evaluation	The buyer narrows down their options, reaching out to suppliers for quotes & demos.
Purchase	The buyer makes a final decision & purchases from the supplier that best suits their needs.



THE COMPLEXITY OF B2B COMMERCE

To succeed in B2B commerce, businesses need to understand the complexities involved, beyond the products or services they offer.

Partnering with other solutions can help them navigate these complexities.

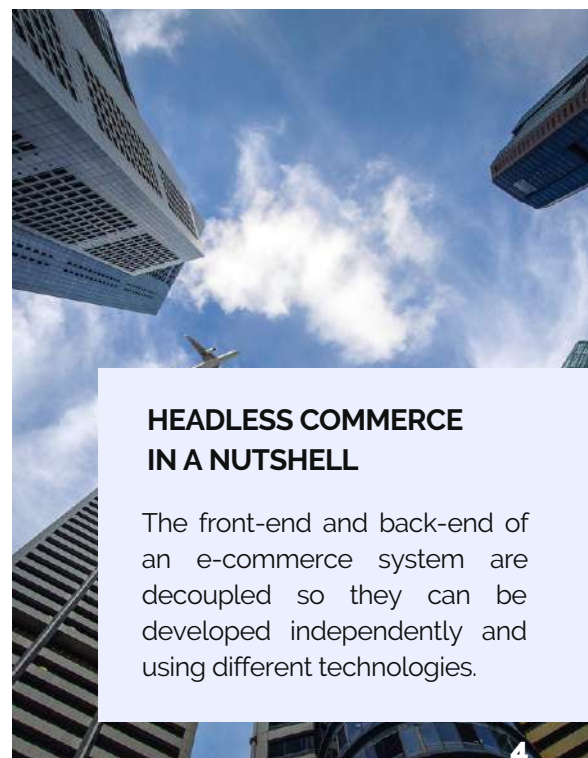


ADAPTING TO THE MODERN INDUSTRY BUYER

In order to stay ahead, companies must adapt to the latest trends and changes in the market. This includes adapting their sales strategies and tactics to match what industry buyers are looking for.

An industry buyer is someone who buys raw materials or goods for their company. They may be responsible for purchasing items such as office supplies, food, or even machinery. Because they work within a specific industry, they have a good idea of what products and services are available on the market, as well as what prices are reasonable.

Due to this knowledge, it's important for businesses to cater their sales pitches and proposals specifically to industry buyers. This means highlighting the features and benefits of their product that matter most to these buyers. It also means being aware of any current trends in the buyer's industry so that your company can offer solutions that meet these needs. You'll not only make it easier for them to buy from you but you'll also increase your chances of winning more contracts.



HEADLESS COMMERCE IN A NUTSHELL

The front-end and back-end of an e-commerce system are decoupled so they can be developed independently and using different technologies.



THE DIGITALIZATION OF B2B COMMERCE

The digitalization of B2B commerce is inevitable. The question is not if it will happen but when and how fast it will spread. Many factors are driving the digitalization of business-to-business (B2B) commerce. Among them are:

- the explosive growth in mobile devices and apps,
- the ubiquity of high-speed Internet access, and
- the increasing use of cloud services.

These trends are accelerating the move to a digitally connected world where buyers and sellers can interact seamlessly anytime, anywhere. This new reality disrupts traditional business models and forces companies to rethink how they do business.

The good news is that businesses that embrace digital transformation can gain a competitive edge by streamlining operations, improving customer service, and expanding their reach into new markets. However, those that don't, may find themselves at a disadvantage as competitors leap ahead with innovative new products and services.



The number of B2B customers using digital self-service channels to research products in 2019.

Source: Mckinsey.com

Creating a future-ready platform and experience

Creating a future-ready platform and experience is essential for any business. By planning and designing your system with scalability in mind, you can avoid many of the headaches (and potential costs) associated with upgrading or expanding your infrastructure down the road.

When designing your platform, it's important to think about how different components will interact. For example, if you're building a web application, you'll need to consider how users will store and access data. You'll also need to decide on an architecture that can handle increased traffic as your user base grows.



How much do you utilize your backend data? Do you know how long it takes for your webpage to load on the browser of an android as opposed to an iPhone? What if you could optimize it? We can get you those stats, and we can make it all speedier. This is going to mean big changes for your conversion rate. A little help with your SEO optimization can take you miles in the right direction, and we've got you covered there, too.

In addition to planning for scale, it's important to create a platform that is easy to use and navigate. This means ensuring that all components are intuitively designed and well organized. Users should be able to find what they need without searching through multiple screens or menus.

In the long run, you'll spend less on a third-party service to help you go mobile. The amount of time you would otherwise spend having to learn and relearn mobile design processes would ultimately cost you more in both hours worked, and mental stamina. There's no need to subject yourself to learning the nuances if you don't have to – and your brand experience should be the same across all of your channels, whether it's safari, chrome, or mobile firefox.

HEADLESS COMMERCE MAKES SENSE FOR B2B COMMERCE

What do you think about the buyers changing demands? Do you prefer to have choices for products and services, or do you like things to be more streamlined?

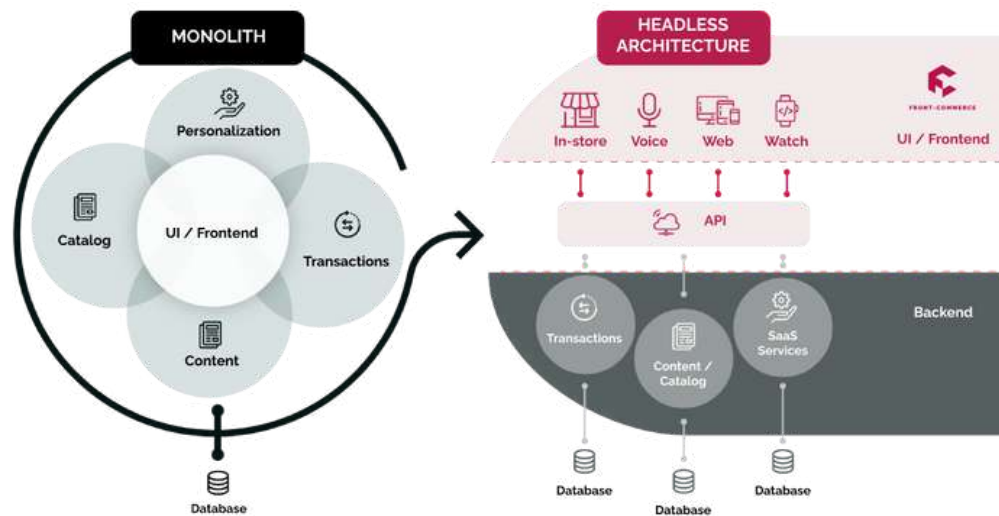
It may seem strange to process such large transactions on a cell phone, but be ready: the future is right around the bend. Your buyers won't be waiting for you to catch up, they'll be ordering stock on the subway from their mobile devices, not on desktops.

Streamlining your B2B processes is easier in the longterm with a headless architecture and modern technology, such as PWA (progressive web application)
Read on to learn more



In 2025, 73% of online sales will take place on mobile. Retail is moving fast. Owning an agile business that's technically ready to adapt at scale has never been more important.

A flexible architecture where the frontend & backend are separated so they can function independently from one another.



THE BENEFITS OF A HEADLESS FOR B2B COMMERCE?

- Communication across all channels

 - Reliability
 - Multi-device
 - Offline connection
- Secure HTTPS protocols ensure the security of your digital assets & users data

 - API
 - Security
- A faster storefront tailor made to your needs

 - Page loading
 - Brand engagement
 - Real-time updates
- A future-ready technical solution

 - Cost optimisation
 - Headless platform
 - GraphQL
- A platform with user experience at the forefront

 - Unlimited UX
 - Seamless display
 - Faster development



A PWA GOES HAND IN HAND WITH A HEADLESS SOLUTION

A Progressive Web App is an application that is delivered through the web. This mobile friendly version of your website combines features that were previously reserved for native iOS & Android apps, with web features. Taking advantage of new web programming interfaces (APIs) linked to a progressive enhancement strategy, a PWA can be deployed on any device and integrates the available functionalities of the device and the browser used.

For a B2B commerce that's looking to achieve growth, certain steps are essential in order to come up against issues such as customer journey optimization, data security, a fast & smooth online navigation.. PWA technology meets many of these challenges.

B2B companies are increasingly supporting digital channels for their business activities. A PWA ensures a smooth and fast user experience, an important strategy to avoid disappointing clients who are used to a flawless relationship and communication.

LEVERAGING THE BENEFITS OF A PWA IN B2B E-COMMERCE

Unrestrictive communication across all channels

- Reliability
- Multi-device
- Offline connection

1

Secure HTTPS protocols ensure the security of your digital assets & data

- API
- Security

2

A faster storefront tailor made to your needs

- Page loading
- Brand engagement
- Real-time updates

3

A future-ready technical solution

- Cost optimisation
- Headless platform
- GraphQL

4

A platform with user experience at the forefront

- Unlimited UX
- Seamless display
- Faster development

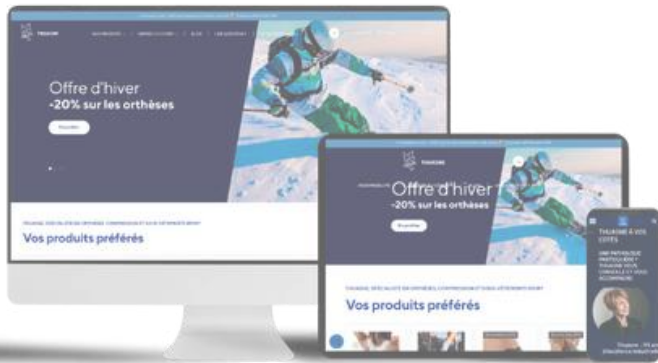
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We help brands evolve their current e-commerce platform to a headless commerce approach by integrating the back-end of their choice with Front-Commerce's best of breed technical stack based on PWA standards,



Thuasne Case Study

THUASNE MAKES THE MOVE TO HEADLESS COMMERCE AND AN EVOLUTIVE, FLEXIBLE B2B PLATFORM



Founded in 1847, Thuasne is a Medweartech pioneer, with operations spanning the worlds of medicine, materials, and digital technology. Thuasne recently launched a global digital transformation strategy, with the aim of centralizing their operations and developing a B2B e-commerce sales channel.

WHY THE SHIFT TO HEADLESS?

With this digital transformation strategy, Thuasne wanted to simultaneously improve the company's image and improve customer loyalty and retention by providing easy, evolving, and modern tools and services, with close attention to the global user experience. They also wanted to harmonize their existing sales channels and develop a B2B sales channel to be able to offer their customers a comprehensive view of all the services offered by Thuasne. Lastly, they want to bring flexibility and new features quickly and easily to the platform by adopting a headless architecture.

From a more long-term perspective, Thuasne's goal is to address new sales channels and new customers in countries where digital presence was non-existent, develop new business model capabilities, and ultimately limit their dependency on traditional sales channels. To achieve this, they have a strategic plan of expanding their geographic reach, starting with a single area and gradually expanding to new countries.

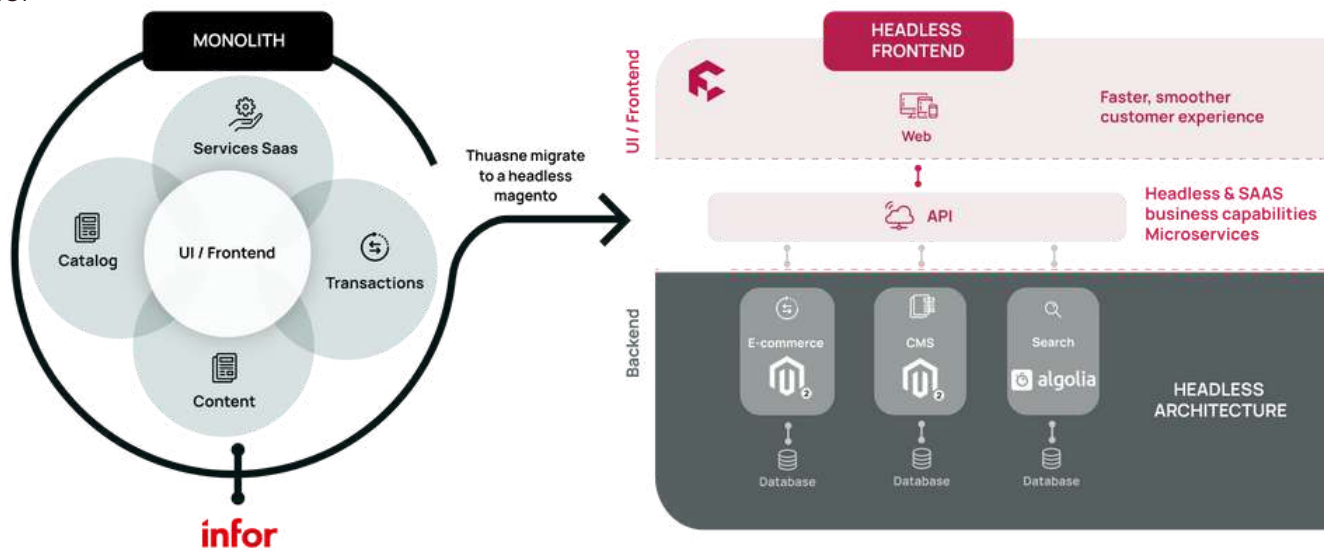
One key aspect of their expansion strategy is a phased rollout approach. This allows them to gradually introduce their products and services to new markets, while ensuring a smooth transition and mitigating potential risks. The phased approach has proven successful time and time again for software rollouts and is an interesting and successful strategy for companies looking to expand into new markets.

SURROUNDING THEMSELVES WITH BEST-OF-BREED PARTNERS AND SOLUTIONS



Having selected Webqam as their integrator and creative agency, they moved to Adobe Commerce Cloud B2B for their ecommerce platform. They also chose Algolia, a leader in scalable, secure, digital search and discovery experiences solutions. At the center of their architecture, Front-Commerce will be their headless front-end, connecting via API to their various existing or new backend components, like internal business applications.

By selecting these best-of-breed solutions and opting for headless commerce, Thuasne has developed a future-proof B2B e-commerce architecture. This fully tailor-made solution will allow them to remain flexible, with the ability to scale their different systems as needed. Thanks to the API connectors, they will be free to update or change components when deemed necessary, without having to overhaul their entire architecture each time.



Making the move from a monolithic e-commerce to a headless architecture

[Thuasne.com](https://thuasne.com) →

Click here to see the live project



B2B-SPECIFIC ADVANCED FEATURES

One of the key challenges faced by Thuasne was finding a solution that could meet their specific B2B needs. They required advanced features such as requisition lists, company accounts management, and a quick order function. After careful consideration, they chose to work with Adobe Commerce as their platform of choice and were able to implement these features thanks to Front-Commerce's front-end.

The **requisition lists** feature allows buyers to save time when ordering frequently required products, as the items can be added directly to the shopping cart from the requisition list. This feature is especially useful for clients who handle multiple lists for products from different suppliers, buyers, teams, and more. The user interface is tailored to handle a large number of items, making it easy for customers to use. Requisition lists can be used by both logged-in users and guests, providing flexibility for different types of buyers.

Company accounts management is another standout feature Thuasne decided to implement. The company structure page makes it easy for big company administrators to manage their accounts, with a tree structure that can be expanded to include teams of users. Administrators can associate users with teams or organize them within a hierarchy of divisions and subdivisions within the company, providing a centralized system for managing user access and permissions.

The **quick order function** is a time-saving feature that reduces the order process to just a few clicks for customers who know the product name or SKU of the products they want to order. This feature can be used by both logged-in customers & guests, and orders with multiple SKUs can be entered manually or imported into the quick order form. The link is conveniently located at the top of the page, making it easy to access.

These advanced features were a major reason why Thuasne chose to work with Adobe Commerce & Front-Commerce, and they have had a significant impact on the company's operations. By streamlining their processes and improving efficiency, they are better able to serve their clients and maintain a competitive edge in the market. Thuasne is one of the first Adobe Commerce B2B users with a PWA storefront & advanced B2B features.

For a B2B commerce that's looking to achieve growth, certain steps are essential to come up against customer journey optimization, data security, and a fast & smooth online navigation.

Implement a **headless frontend** that works seamlessly with your current backend.

Meet your customers' needs with a future-ready e-commerce architecture

Create **PWA** user experiences that showcase your brand across digital channels.

THE CUSTOMER EXPERIENCE - FRONT & CENTER

When Thuasne decided to transform their business processes and reinvent their digital space, they wanted to build a strong global e-commerce platform to offer buyers a unified online experience. Scalability and harmony were key to deliver additional services to their clients, and new functionalities to their teams to help them perform and grow their local business. Headless was the right bet. Composable commerce will be their next step.



A front-end architecture with seamless integrations

Front-Commerce is the only digital storefront that improves the customer, merchant & developer experience, at the same time.

An ultra-fast front-end based on PWA & MACH standards, we help brands evolve their current e-commerce platform to a headless commerce approach by integrating the back-end of their choice with Front-Commerce's best of breed technical stack based on React, NodeJS & GraphQL.

Front-Commerce does the decoupling of the frontend and backend for its clients to provide a state of the art front-end experience and a headless commerce architecture. Our solution is compatible with most backends, allowing us to integrate easily into your systems. You can stay in touch with your customers and we keep all technical considerations up to date.

Get the facts

Contact Front-Commerce

contact@front-commerce.com

 on the next page!

Some of the brands powered by Front-Commerce

JEROME DREYFUSS

DEVIALET

collégien
Depuis 1947

KAPORAL

 autobernard.com

lulli
— SUR LA TOILE —

Terräng
EQUIPEMENT POUR L'AVENTURE

BONNE GUEULE

CENTRAKOR

 LILINAPPY
LA TOISU RESPONSABLE

 ROBERTET
ARISTE

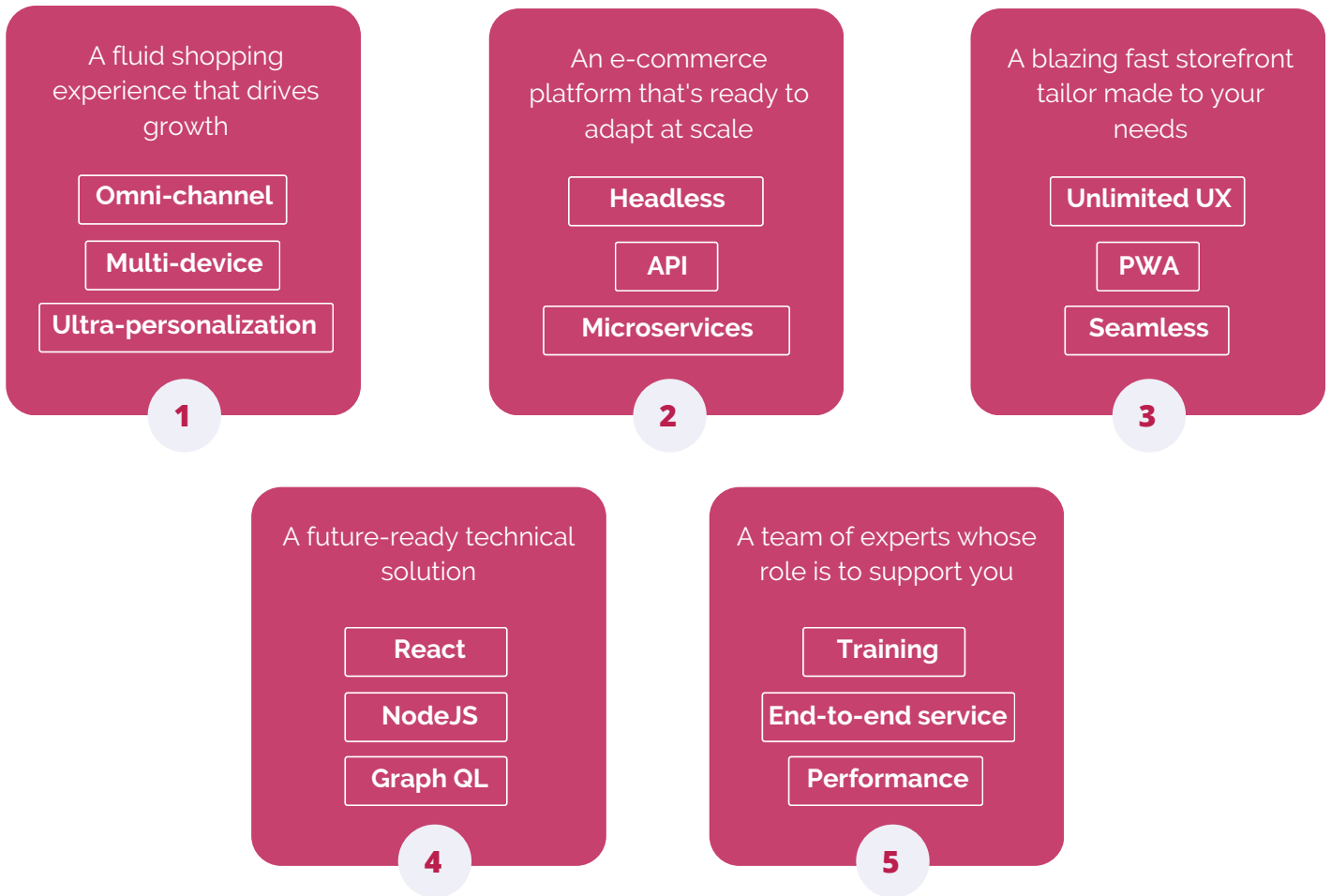
 CHAÎNE THERMALE DU SOLEIL

 PetDistrib





YEP - EVEN MORE ADVANTAGES



- Meet your customers' needs with a **future-ready** e-commerce architecture.
- Create **mobile first** customer experiences that showcases your brand across all digital channels.
- Implement a **headless frontend** that works seamlessly with your current backend.

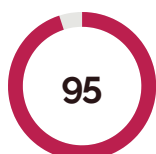
Improved business results



Conversion rate



Organic traffic



Lighthouse score

"The results obtained are beyond our expectations and we know that there is still room to go further, especially on mobile."

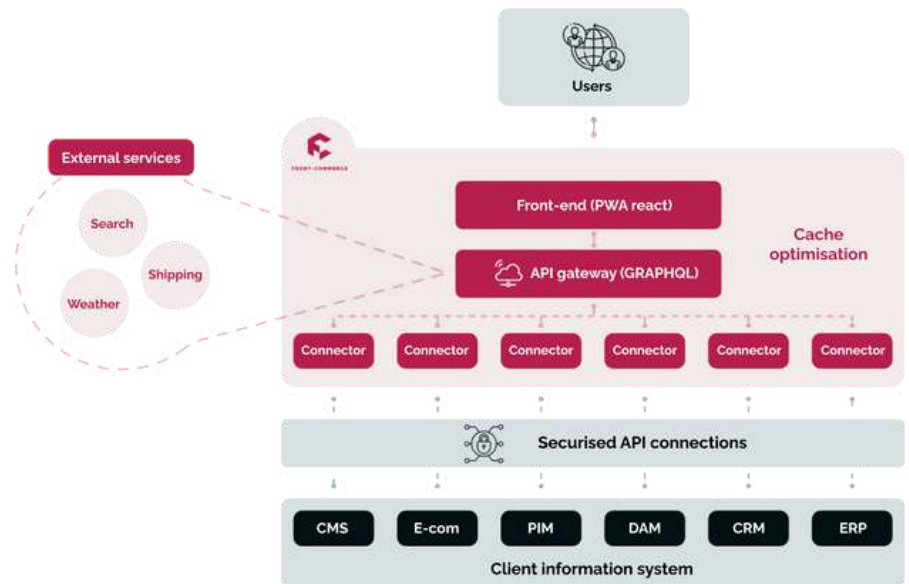
– Benjamin Brailon
Omnichannel Manager, Devialet



A FRONT-END ARCHITECTURE EXAMPLE

Empower your teams with the tools needed to deliver your brand experience across all digital channels seamlessly.

- Serve your web pages x4 times faster
- Limitless UI/UX possibilities
- Cross-joined data touch points
- A flexible architecture with evolutive services that function via API



A best-of-breed technical stack to simplify integration management

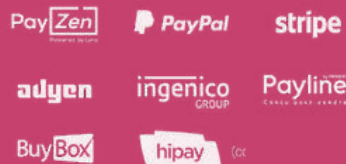
e-Commerce



CMS



Embedded Payment



Search Tools



Learn more about Composable commerce

[Get White Paper →](#)

HOW TO MIGRATE FROM A MONOLITH TO HEADLESS COMMERCE - STEP BY STEP



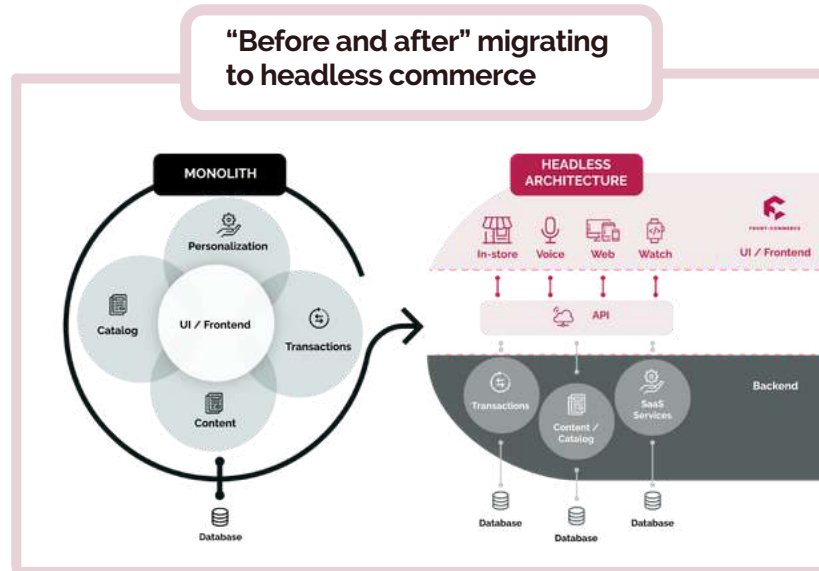
Adopting a headless e-commerce platform will lead to savings & incredible growth for your business - but moving from an existing architecture to a new platform requires careful strategic planning.

Outline business objectives & goals

Consult all stake holders on the following points:

- Pain points
- Pre-existing roadblocks
- Must-stay features
- Predicted ongoing costs
- Initial build costs

1



Visualize and map out your ideal e-commerce architecture

- Users
- Products
- Orders
- Integrations
- Existing services

2

Set priorities & create roadmap

- Prioritisation & migration order strategy
- Define changes to the backend
- Business urgency
- Develop & build internally or externally
- Time-to-build

4

Risk assessments

- Data migration mapping
- Traffic impact
- Content & SEO audit
- API Hosting & infrastructure
- UX & design specifications

3

Pre-launch

- Backup data
- Test everything

5

Consider a progressive migration as it may be the most adapted option.



FRONT·COMMERCE

Headless Front-End Solution

Contact us

