

Magento for B2B

Industry-Leading B2B Cloud Commerce

Now more than ever, branded manufacturers, wholesalers, and distributors are turning to digital platforms to drive business transformation. But it can be challenging to find an eCommerce solution that can be quickly and cost effectively tailored to unique business requirements. That's why more top businesses choose Magento than any other provider. Magento makes it easier than ever to launch and manage your business with a feature-rich and flexible solution that includes:

- Extensive native B2B functionality
- Personalized buying experiences
- Global ecosystem of B2B experts
- Single platform for B2B and B2C
- Easy integration with backend systems
- Reliable, cloud-based commerce

FORRESTER®

A Leader, The Forrester Wave™: B2B Commerce Suites For Midsize Organizations, Q3 2017

#1 Platform to the Internet Retailer B2B 300, 2017

Empowering Manufacturers and Distributors Worldwide



HEIDELBERG

BSN SPORTS™



LIEBHERR

api

AB InBev



All-in-one Commerce Solution for B2B

Magento offers everything needed to easily transform customer relationships and buying experiences.

Corporate Account Support

- Sell to corporate accounts with multiple buyers and layered organizational structures.
- Empower companies to assign specific roles and permissions to their buyers.
- Reduce inquiries with self-service order, quote, credit, and inventory tracking.
- Maximize sales by accepting payments on account and via credit cards, PayPal, and more.

Friction-Free Ordering

- Efficiently manage quote requests and negotiate pricing terms using a streamlined workflow.
- Drive recurring revenue with fast ordering. Buyers can enter SKUs or upload a CSV file, set up requisition lists, or re-order previous orders.
- Deliver exceptional service with the ability to create orders for customers or assist with orders in process.
- Arm your sales team with tablets to use your responsive site for on-the-spot sales.

Powerful Shopping Experiences

- Easily create personalized catalogs, price lists, and promotions for customer groups.
- Aid discovery with search, layered navigation, and automated up-sell and cross-sell capabilities.
- Boost sales while reducing customer questions with rich product content: videos, image zoom, detailed descriptions, ratings and reviews, and more.
- Delight your customers across every device with a mobile-friendly, responsive site.

Multi-Channel Selling

- Gain efficiencies and get closer to your customers with a platform that is a B2B and B2C commerce leader.
- Create and manage websites for multiple brands, divisions, channel partners, or accounts from one interface.
- Expand globally with support for multiple languages, currencies, and taxes.

Optimized Inventory and Order Processing

- Show your buyers accurate, real-time inventory from all sources and supply chain partners.
- Use automated business rules to intelligently source inventory for lower fulfillment costs and faster delivery times.
- Improve operations with a single solution for managing orders from all sales channels.

Effortless Management

- Integrate with any backend system using extensive APIs and off-the-shelf extensions.
- Quickly meet any requirement with the open, modern, and flexible Magento platform.
- Focus on your business, rather than IT, with a reliable, managed cloud solution.
- Fuel your growth with actionable insights from 75 built-in business intelligence reports.

Partner for Success

with a global network of Magento B2B commerce experts.

300+

Solution
Partners

255K+

Expert
Developers

1,000+

Off-the-Shelf
Extensions

