

EBOOK

The missing link in B2B growth: Order Management & e-commerce

Why B2B leaders need both systems working in tandem to deliver margin, scale and customer satisfaction across every channel

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Today's B2B business challenges



Today's B2B business challenges

Analysts point to, and we recognize, these types of complex business-to-business (B2B) commerce challenges that require a combined e-commerce and OMS strategy alongside other enterprise (e.g., Enterprise Resource Planning) investments:

Solved by OMS	Solved by an e-commerce platform
Multiple fulfillment types (3PL, drop-ship, build-to-order, etc.)	"N" tier pricing and catalog complexity
Many potential fulfillment locations in a global distribution network	Understanding of global inventory available to promise, available to sell and other statuses
Available, attributed and future inventory	Rigid structure and change management
SLAs requiring complex order orchestration and fulfillment rules	Demand for multiple hierarchical enterprise, buying and personalization requirements/considerations
Variety of product categories	Manual workflows
Multiple ERP systems	Regionalized commerce interfaces and systems

Order capture system diagram



B2B selling relies on engagement, consultation, negotiation and collaboration. But the real challenge is engaging with customers in the way that they want to engage. The value of an OMS is that it supports a "single version of the truth" with a channel-agnostic approach, across the entire capture-to-close order lifecycle. This approach allows clients at all levels to transact in their preferred method (i.e., Electronic Data Interchange) and trust that their specific order processing requirements, service level agreements (SLAs) and expectations will be met with flawless execution.

The benefits of balancing e-commerce and Order Management operations



Order Management Systems (OMS) and e-commerce platforms exist for different reasons and perform different functions in the world of commerce. A company's goals and challenges to serve their customers determine the need.

When analyzed and understood correctly by experts in the industry, the question is not one or the other. The question is “at what point in my growth and journey do I need both?”

Every company needs an e-commerce platform. And every company needs to transact. This is a foregone conclusion regardless of how many systems you are tying together in retail, e-tail and business-to-consumer (B2C). The B2B landscape operates by a different set of rules—with its own approaches, expectations, language and complexities. It's a space where “e-commerce” and “commerce” are virtually synonymous—after all, B2B companies have been conducting electronic transactions through EDI since the 1960s.

Two systems are driving today's commerce and supply chain strategies in B2B markets, and both require your attention. For future-proof sales, revenue growth and to create stellar customer buying experiences, the priority is the selection of

an e-commerce platform. For operational efficiencies, margin improvements, complex order orchestration, allocation & fulfillment as well as overall supply chain control across the proliferation of commerce channels, the priority is the selection of an Order Management System (OMS).

E-commerce and OMS represent two crucial facets of B2B commerce business: the front-end, customer facing experiences and operations, and the backend process optimization and supply chain control.

OroCommerce and Infios have forged a partnership to help mature and growing businesses address both. Our combined approach and focus on the needs of the B2B market brings two purpose-built solutions, B2B Commerce and Order Management to market. This partnership understands the nuances of brands, manufacturers, wholesalers, distributors, etc., to address the mission-critical strategies that will future-proof your commerce and supply chain business strategies.



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“Companies stating that they use ERP and e-commerce for OMS should not summarily dismiss the value of an OMS in addition to—and in conjunction with—their ERP and e-commerce. These three systems coexist and work in harmony. The advantages are too great, the efficiencies are exponential, the margin improvements are validated and the cost reduction through system rationalization is groundbreaking.”

Matt Boland

Director, OMS Sales, Infios

The game-changing integration & partnership



Oro and Infios are uniquely well-positioned to address the needs of mature and growing businesses in manufacturing and distribution that recognize the future is digital.

Both solutions are B2B-first by design, which means a high emphasis on handling the scale, complexity and variety of business operations, as well as on the importance of personalization and flexibility built into the very foundation of each of the systems.

Together, Oro and Infios address the distinct needs of your clients across small, medium and enterprise businesses via a unified commerce experience that spans the end-to-end order lifecycle.

The OroCommerce platform does everything you would assume an e-commerce application does. Moreover, OroCommerce addresses the nuances of the B2B buying experience and the requirements B2B companies need from an e-commerce application, including:

- Online buying / B2B customer portal
- Multiple shopping lists
- Tiered rule-based pricing
- Request for quote (RFQs) and order negotiation
- Support for large catalogs
- Automated workflows
- Personalization capabilities
- Corporate hierarchies for buyers, creating smooth B2B buying experiences
- Multi-website, multi-organization and localization capabilities
- Built-in customer relationship management (CRM) capabilities
- Ease of customization and integration with other business critical systems

The Infios Order Management System (OMS) becomes increasingly critical as the organizations' processes, customers, participants and distribution network become more complex and needs to scale. An e-commerce application may adequately manage the order lifecycle in a linear and self-contained manner. However, in a complex distributed B2B network, the ability to manage customer expectations requires:

- Global inventory visibility (status and owner agnostic), allocation and management
- Line level, split order orchestration & fulfillment
- Fair share allocation and extended B2B-specific logic
- Model individual clients' SLAs for fail-safe end-to-end order processing
- Pivot fulfillment plans and allocation processes in hours
- Vendor dropship & merge shipment
- Integrated Platform-as-a-Service (iPaaS), pre-built integrations and connectors
- Full-service customer care
- Exception management and real-time communication
- Onboard new clients in days

The e-commerce platform and the OMS must all work together with the goal of each doing what each does best, without overextending beyond the "built-for-purpose" role of each.

The more channels you leverage to create and accept orders, the more participants in your network, the more distributed your network becomes and the more order and fulfillment types you encounter, the more you will require an OMS to orchestrate and oversee the efficiency and accuracy of your execution.



"Just as you wouldn't invest in Internet of Things (IoT) and robots on your factory floor only to use horses to ship your goods to customers, it would be unwise to heavily invest in one side of your business—leaving the other lagging far behind. Steady and well-balanced growth can only be achieved when you leverage both."

OroCommerce

About Infios

Infios is a global leader in supply chain execution, relentlessly making supply chains better every single day. With a portfolio of adaptable solutions, we empower businesses of all sizes to simplify operations, optimize efficiency and drive measurable impact.

Infios serves more than 5,000 customers across 70 countries, delivering adaptable and innovative technologies that evolve with changing business needs. Our deep expertise and commitment to purposeful innovation help businesses turn supply chains into a competitive advantage—building resilience and shaping a more sustainable future.

Infios is a joint venture of international technology provider Körber and global investment firm KKR.

Learn more at infios.com

About OroCommerce

OroCommerce, the leading cloud-based B2B digital commerce platform, fuels digital transformation for manufacturers, distributors, and wholesalers. Our solution facilitates launching multiple websites and portals for different brands, business models, territories, and core models. OroCommerce has unique capabilities including OroCommerce CRM and OroCommerce Marketplace—analyst-recognized tools for all business use cases. OroCommerce offers robust API coverage, an expansive extensions store, and a customization ready platform to ensure your B2B eCommerce platform integrates with other systems, including eProcurement, ERP, PIM, and CRM.

Learn more at oroinc.com