Retail Insights

Retail Insights B2B Commerce
Capability Overview

Retail Insights B2B Commerce is a robust B2B commerce technology built on the world's #1 Commerce Platform Magento. With Retail Insights B2B Commerce, businesses generate more online revenue, deliver streamlined service with a single view of their customers, and scale quickly with a broad, trusted ecosystem.

B2B Commerce is feature rich, and we continue to innovate

Customer Experience

Commerce Engine

Order & Account Management

Administrative Framework

Customer Experience

White Label and Micro-theme Sites	Support for multi-branded storefront experiences, based on your enterprise go-to-market or divisional strategy. These can support unique integrations and flows to personalize the experience for key accounts
Storefront Management	Storefront independence for leading CMS solutions Retail Insights CMS included
Content Authoring	Create rich content pages while managing versioning and translations
Catalog Experience	Both anonymous and targeted product selection based on the buyer
Content Targeting	Known-user personalization of storefront, theme, language, product and pricing
Facet Search	Advanced search and guided-browsing experiences via facets and specs
Product Detail Attributes	Product detail page with rich structured and unstructured content (images, videos, manuals); attribute-driven buying for items of variation
Seller Locator	Seller locator filters unique catalog by location for buy online / pick-up in store distributor use cases
Offer Targeting and Merchandising	Promote featured products on splash page
Rule-Based Merchandising	Cross-sell and upsell products and services based on pre-set rules and criteria
Intelligent Merchandising	Contextual cross-sell and upsell products and services for a smarter buying experience
Mobile	Mobile responsive storefronts with breakpoints for desktop, tablet, and smartphone so customers can buy anytime, anywhere
Sales Channel	Request-for-Quote integration with Retail Insights Opportunities and CPQ, when integrated
Omni-Channel Sales	True omni-channel engagement for order-on-behalf, cross-sell, upsell, and contextual commerce, giving buyers and sales reps the power to buy how and when they want
Service Channel	Integrated case management for Service Cloud
Omni-Channel Service	Omni-channel engagement for order or login-on-behalf, asset management, and support for field service use cases

Commerce Engine

INTERNATIONALIZATION

Currency	Support for 160 currencies
Localization	Support for 80 languages
Tax Integration	Integration support for tax services, including native support
Tax Tables	Tax tables for simple tax calculations (VAT)
Global Support	Retail Insights supports solutions globally
Global Hosting	Retail Insights has data centers located around the world to ensure performance

CATALOG MANAGEMENT

Multiple Catalogs	Support marketing, merchandising, and contractual strategies and needs for multiple catalogs
Supplier Portal	With Partner Communities, provide administration of multi-vendor catalogs
Merchandise Items of Variation	Reduce SKU proliferation by merchandising and pricing items of variation
Attribute-Driven Commerce	Enable products to contain multiple attributes (size, color, version, etc.) to streamline customers' ability to locate and configure products to their specifications
Marketplace	Support multi-vendor catalogs and vendor comparison in conjunction with partner communities
Vendor Selector	Identify nearest supplier based upon location preferences; filter catalog with location-specific product and inventory; vendor and location specific storefronts
Categorization	Multi-tiered product categorization and caching to optimize performance and flexibility over category segmentation and cross-categorization of products
SEO	SEO-friendly URLs for inbound & outbound requests; crawler support for all key pages ensures products are visible to existing and new customers in search Support for multilingual storefronts Link equity to improve SEO & increase information shown in Google Search Display

Commerce Engine (CONTINUED)

PRODUCT & SERVICE PERSONALIZATION

Guided Selling Personalize products and services in a rule-based, guided-selling experience

Offer Management Create and promote an offer (good, better, best) with guided selling support to cross-sell and upsell

PRICING & PROMOTIONS

Promotions and Coupons Offer coupons based on products, product specifications, cart total, shipping total, and discounting of absolute, percentage, or price. Show discounts at cart or line level
Custom validation logic that can be applied before or after coupon is added

Customer Specific Pricing Display unique, contracted pricing to authenticated users and anonymous users

Tiered Pricing Enhanced pricing administration to provide quantity/volume based discounting

Subscriptions Offer subscription products and/or services with upfront and/or recurring pricing structure

NOTIFICATIONS

Email and Text Message Trigger automated email and text notifications such as abandoned cart, order confirmation, and order reminders

Order & Account Management

Multiple Cart   Streamline replenishment orders with multiple carts

Order Rules   Establish approval workflows based on a variety of determined factors (e.g., order value)

Quick Order Entry   SKU and quantity shortcut for rapid order entry; rapid reorders

Order Templates   Ability to create order templates (wish lists) for faster orders and reorders
                                     Enable reps and customers to create wish lists for easy re-ordering and to promote
                                     new product lines; can share wish lists with others

Product Validation   Validate products are the right product against an existing asset

Payment Types   Support for multiple payment types, including but not limited to PO, PayPal, ACH,
                                     and credit cards

Walleting   Store payment details to streamline checkout

Delivery Management   Establish shipping preferences for order and order line level

Ship-to Multiple Locations   Ship-to multiple locations in single order

ACCOUNT MANAGEMENT

Customer Registration   Enable prospects and customers to self-register, creating leads within your
                                     CRM environment

Account Management   Manage account and contact information

Account Hierarchy   Maintain and respect account hierarchy structure ensuring proper access,
                                     entitlement, and pricing within multi-tiered account structures

Address Management   Enable customers, employees, or external systems to manage multiple sold-to
                                     and ship-to addresses at the account level

Order History   View order history, status and reorder at the account, sold-to, or ship-to level

Invoicing   View, pay, and dispute invoices

Order Management   View order state, be notified of order state, change order, and order line details,
                                     including cancellation

Subscription Management   Renew and modify payments associated to subscriptions, along with visibility into
                                     order and payment schedules

Order & Account Management (CONTINUED)

Orchestration and Brokering	Orchestrate orders and order lines across multiple back office systems (ERP, WMS)
Line-Level Independence	Customer persona group order lines based upon shipping priorities (shipping speed, dates)
Inventory Management	Consolidate inventory in B2B Commerce or integrate with an inventory management / visibility system

Administrative Framework

Master Data	Administration and collaboration for creating, maintaining, and publishing catalog and pricing information
Platform Administration	Manage and maintain global settings across the platform
Storefront Administration	Manage and maintain storefront settings with configuration Starter storefront template pre-loaded for faster go to market
Cloning Storefronts	Ability to clone and reuse storefronts for rapid launch of additional sites
Retail Insights Experience Builder	Display content on Lightning Community pages & access drag and drop, declarative Builder Administration, configuration, and management of Lightning Components: • Featured Products, Header, Reorder, Spotlight Products
Roles and Profiles	Control customer visibility and access by role and profile
~~**Platform Encryption**~~	~~Compatible with Retail InsightsShield: protect data without additional customization~~

Administrative Framework (CONTINUED)

Apps	Additional functionality available for the B2B Commerce platform built and maintained by B2B Commerce (e.g., Mass Order)
Ecosystem	Leverage independent software (ISV) vendors on the Retail Insights
APIs (REST, Global)	Well defined REST and Retail InsightsGlobal APIs
Configuration Framework	Ability to manage or swap B2B Commerce services for another; configurable management of platform and storefront experience

ANALYTICS & REPORTING

Reports	Robust reporting to understand contact, account, order, product, or business-level trends and data related to the commerce experience
Dashboards	Combine reporting into easy-to-build dashboards for a full view of commerce and customer data
Analytic Snapshots	Schedule report snapshots to run trend analysis on historical data
Google Analytics	Easily integrate Google Analytics into storefront to track buyer behavior Tracks search keywords, searches with no results, page views, events, order details, exceptions & error message tracking