

technical document



# → Transforming B2B Business

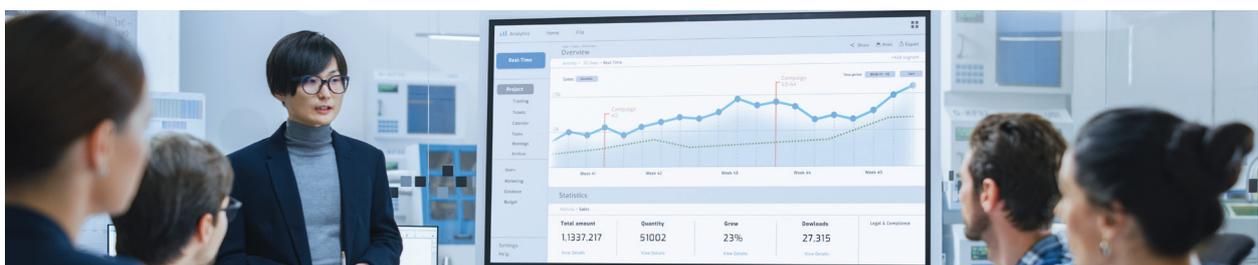
Integrate **B2B Commerce**  
with **CPQ** to unlock its true  
potential and sell solutions  
smartly and effectively →

The B2B commerce ecosystem has experienced substantial growth since the pandemic in 2020, facilitated by the ever-evolving technology landscape. Businesses have recognized the importance of digital adoption to streamline interactions, personalize experiences, optimize operations, foster collaboration, and form effective partnerships with other enterprises. The existing macroeconomic conditions and geopolitical tensions compel businesses to find ways to reduce operational costs, improve productivity, and realize greater returns from investments.

B2B brands are looking to enhance their sales and improve their productivity by leveraging digital solutions. They require solutions to optimize their sales processes, accelerate quote to cash cycle and enable cross-functional synergies between enterprises. Integrating B2B commerce with CPQ can provide exactly that. With the combined power of B2B commerce and CPQ, organizations can provide a seamless buying experience to their B2B buyers. The integration facilitates businesses to manage product catalogs, configure products based on their needs, apply ideal pricing models, and generate quotes effectively. This leads to faster sales cycles and improved customer relationships.



In the new wave of digital commerce, many B2B businesses are looking to adopt a B2C/D2C commerce experience. This entails moving dependency from human interaction to an online B2B commerce model. Organizations want to empower their sales representatives to manage quotes and contracts quickly. This will reduce the cost to serve, making it simpler and faster for them to sell and support efficiently.



# Introducing LTIMindtree’s B2B Commerce QuoteXpress solution

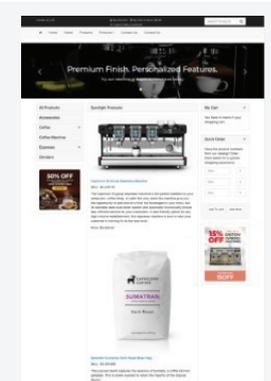
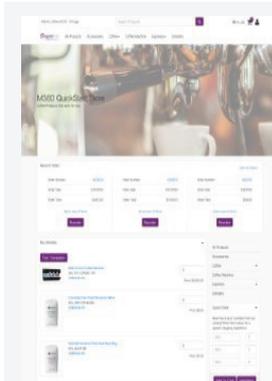
Our Salesforce B2B Commerce QuoteXpress solution offers pre-configured features, enabling businesses to roll out an integrated solution to:

- Let sales representatives finalize quotes and allow customers to complete orders
- Maintain a single source of truth for products and pricing data in CPQ and B2B Commerce

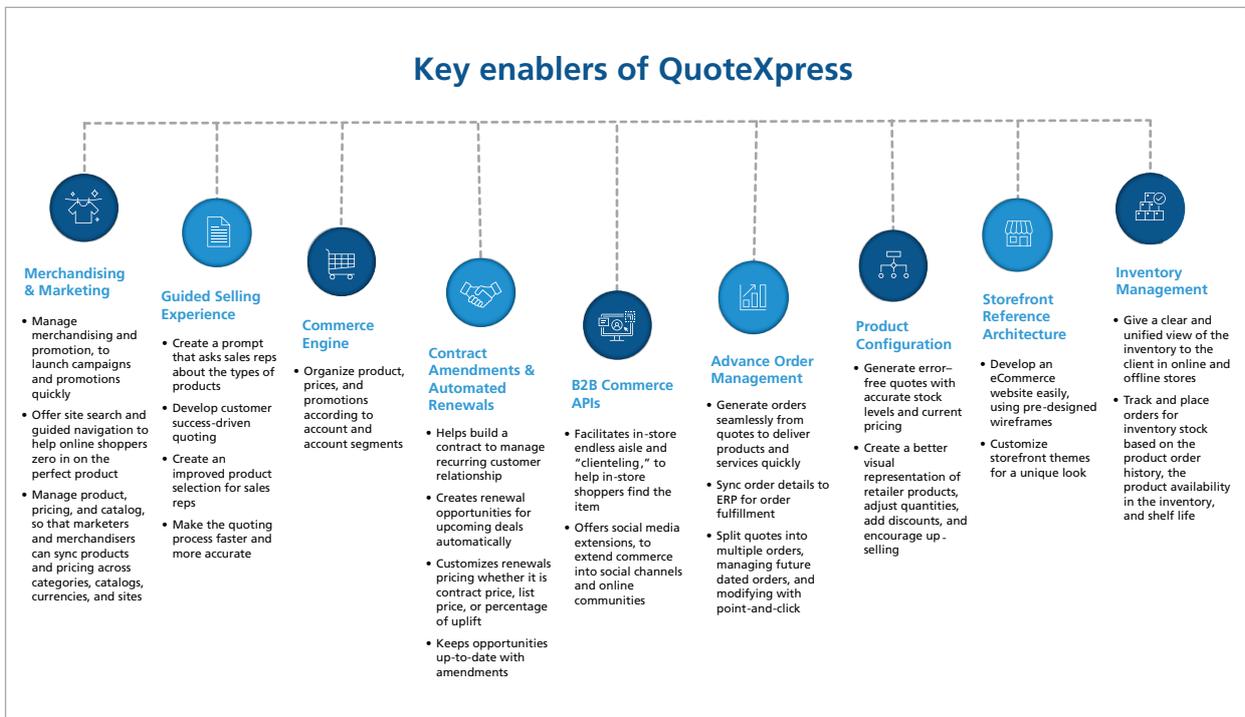
The Enhanced Storefront has over 10 best-in-class UI enhancements and features to kick-start your B2B commerce experience. In addition, it leverages all out-of-the-box capabilities and feature widgets. The quick start includes our B2B implementation library, which includes detailed requirements of out-of-the-box B2B commerce features, functionality, and configuration guides. It can be used as a starting point for new implementations and onboarding new team members onto the platform.

Some **indicative features and customizations present in the B2B enhanced storefront** include:

### Features and customizations present in the B2B enhanced storefront

“OOB” storefront	Full enablement of storefront features	Added stylesheet starter package	Pre-built customizations
	<p><b>Standard Features</b></p> <ul style="list-style-type: none"> <li>• Product Catalog</li> <li>• Search and Filtering</li> <li>• Pricing and Entitlements</li> <li>• Cart and Checkout</li> </ul> <p><b>Widgets</b></p> <ul style="list-style-type: none"> <li>• Wish Lists</li> <li>• Featured &amp; Spotlight Products</li> <li>• Quick Order</li> <li>• Re-Order</li> </ul>		<p><b>Global</b></p> <ul style="list-style-type: none"> <li>• Enhanced Header</li> <li>• Mini-Cart Header Widget</li> <li>• Enhanced Loading Animation</li> <li>• Back-to-top</li> <li>• Category Navigation Menu Bar Widget</li> </ul> <p><b>PLP &amp; Search</b></p> <ul style="list-style-type: none"> <li>• Enhanced Grid View</li> <li>• Enhanced Section Layout UI</li> </ul> <p><b>Checkout</b></p> <ul style="list-style-type: none"> <li>• Basic 2-step checkout layout template</li> <li>• Custom 1-step checkout overrides</li> <li>• Credit Card Payment Form template</li> </ul> <p><b>Utility</b></p> <ul style="list-style-type: none"> <li>• StorefrontMigrator360</li> </ul>





## Building the foundation for success with our B2B Commerce QuoteXpress Solution

- Generate immediate ROI by providing an online channel for all distributors and partners
- Let sales representatives finalize quotes and allow customers to complete orders
- Establish a single source of truth for products and pricing data in CPQ and B2B Commerce
- Help sales reps sell more and create quotes more efficiently and suggest complementary products related to the products on their quotes
- Develop a foundation for growth to implement distribution and selling channels across other business units

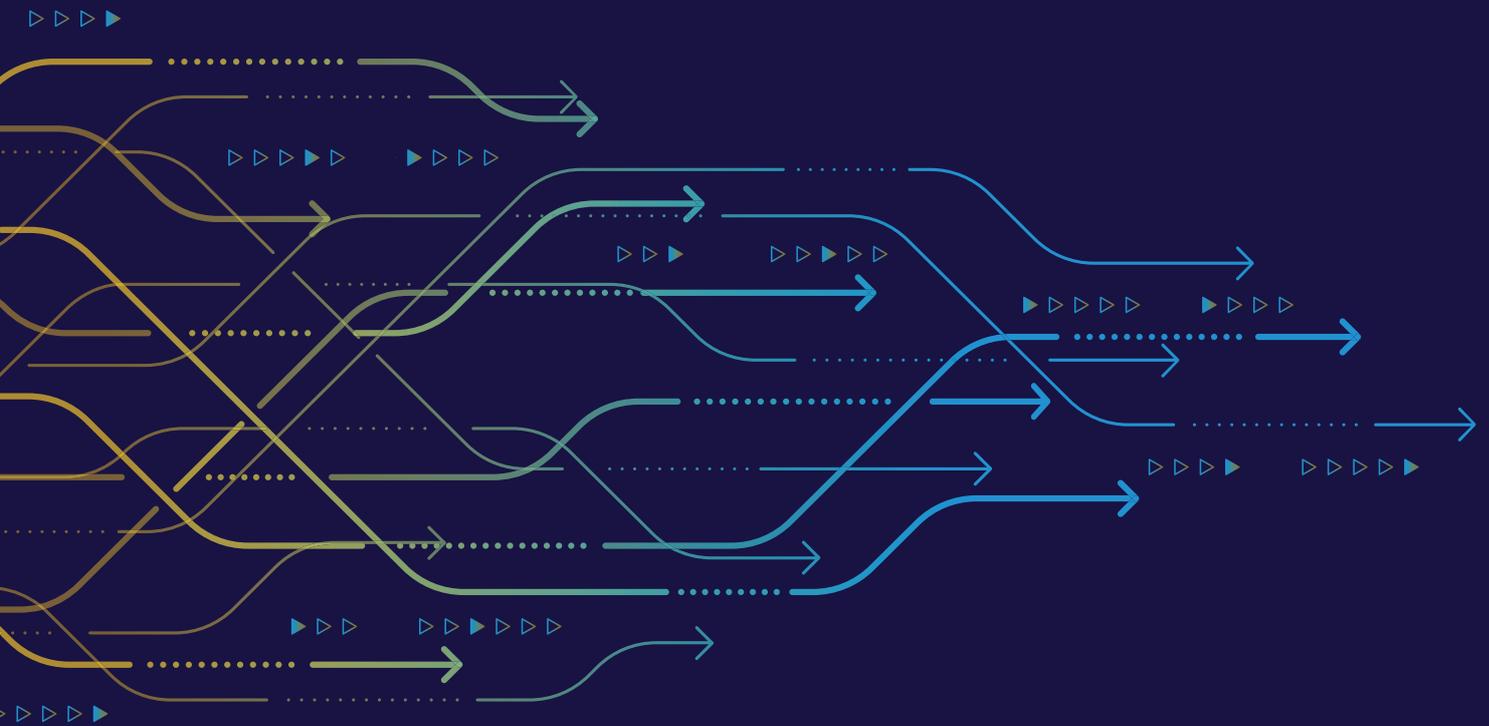
## Interested?

To learn more about how LTIMindtree's B2B Commerce QuoteXpress solution can help your business get to the future faster, please get in touch with us at [info@ltimindtree.com](mailto:info@ltimindtree.com). We would be glad to connect with you.



# References

1. *Busting the five biggest B2B e-commerce myths*, Manu Bangia, Liz Harrison, Candace Lun Plotkin, and Kate Piwonski, Gartner, January 26, 2022:  
<https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/busting-the-five-biggest-b2b-e-commerce-myths>
2. *Becoming indispensable: Moving past e-commerce to NeXT commerce*, Arun Arora, Roberto Lango, Candace Lun Plotkin, Tatiana Sivaeva, and Kevin Wei Wang, McKinsey.com, November 15, 2022:  
<https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/becoming-indispensable-moving-past-e-commerce-to-next-commerce>



## About LTIMindtree

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 82,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit <https://www.ltimindtree.com/>