

Competitor Name



Shopify B2B



Cin7

Description

Faire is a global B2B wholesale marketplace connecting independent brands with retailers. Its intuitive admin portal allows brands to manage product catalogs, buyer relationships, and orders in one platform. Faire replaces trade shows and manual processes with a digital workflow that streamlines order management and provides integrated payment terms, CRM tools, and advanced analytics. Built for brand administrators, the platform enables efficient and scalable management of large retail buyer networks.

Shopify B2B is a native wholesale feature set within Shopify Plus that enables merchants to manage both DTC and B2B operations from a single unified admin. Administrators can oversee company accounts with multi-user permissions, assign custom price lists to each buyer, and set net payment terms. The platform is designed for brands operating both channels, consolidating them into one backend to reduce overhead, minimize context-switching, and decrease data errors across teams.

Cin7 is a cloud-based inventory and order management platform for wholesalers, retailers, and manufacturers. Its admin portal centralizes stock control across warehouses, automates order routing, and leverages AI-powered demand forecasting. Cin7 integrates with over 700 tools, including Shopify, Amazon, Xero, and QuickBooks. It is best suited for operations-focused admin teams that prioritize inventory accuracy and fulfillment speed over discovery or relationship management.

Platform

Mobile App: iOS, Android
Web

Mobile App: iOS, Android
Website admin portal

Mobile App: iOS, Android
Web (Desktop)

Feature Overview

Unified dashboard	✓	✓	✓
Order management	✓	✓	✓
Real-time inventory tracking	✗	✓	✓
Buyer account profiles	✓	✗	✓
Bulk order tools	✓	✓	✓
Role-based permissions	✓	✓	✓
Buyer messaging/CRM	✓	✗	✗
Analytic & reporting	✓	✓	✓
AI/demand forecasting	✗	✗	✓
Workflow automation	✓	✓	✓
Multi-warehouse support	✗	✗	✓

Customer profile	Auto-generated from marketplace orders;	Multiple contacts per company with individual login credentials	Full customer profiles with parent-child structure
Custom fields	Not supported	Up to 50 metafields	Up to 10 per set (Core)
Admin design focus	Relationship-led	Unified Commerce	Operations-led
Target admin type	Brand owner /sales manager	eCommerce/ wholesale ops team	Operations/warehouse manager

Key limitation	<ul style="list-style-type: none"> Faire hides retailer contact information. High & rising commission fees Algorithm controls your visibility No off-platform communication 	<ul style="list-style-type: none"> Expensive platform No native quoting or approval workflows No built-in buyer messaging No company-level tags or segment filtering Weak inventory & fulfillment depth 	<ul style="list-style-type: none"> Steep learning curve & slow setup Cin7 is built around inventory, not relationship, there's no built-in messaging system No native accounting module
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Why they design this way

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| <ul style="list-style-type: none"> Faire builds around the brand-to-retailer relationship. Buyer messaging, CRM and order history are surfaced together because wholesale trust is earned through consistent, personal communication. Faire does not share buyer contact information so that transactions and commission revenue stay on its platform. Auto-accepting orders and bulk catalog editing are prioritized because Faire's typical admin manages hundreds of buyers and cannot manually touch every order. | <ul style="list-style-type: none"> Shopify's core design assumes that switching between a DTC store and a separate wholesale portal creates significant administrative overhead. To address this, all B2B features are integrated into a single admin interface. Metafields are central to the design because B2B data is highly business-specific Net payment terms are common because retailers often pick a wholesale supplier who offers more flexibility with cash flow. | <ul style="list-style-type: none"> Cin7 is designed with the understanding that inaccurate inventory data often leads to wholesale failures. The platform therefore prioritizes real-time inventory accuracy. AI demand forecasting is a flagship feature because wholesale reordering carries significant risk. Ordering too little results in lost sales, while ordering too much ties up capital. Custom attributes in Core support operational buyer segmentation. Price tiers, credit limits, and payment terms integrate directly with order and fulfillment workflows. |
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