Shopify B2B:
The Future of B2B
E-Commerce.

KUBIX.

Contents.
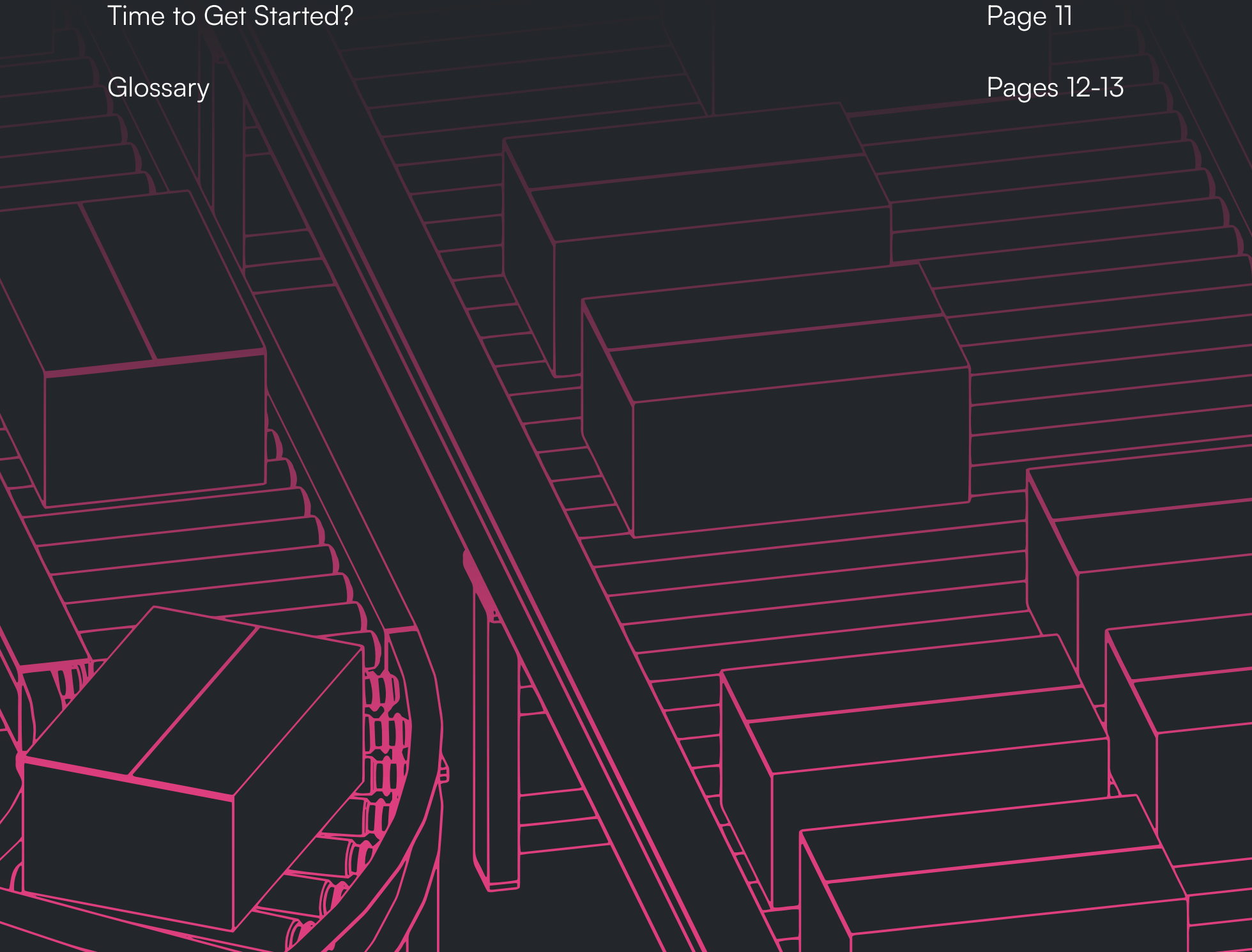
Do You Shop Online?

If you do, your B2B customers will too.

Long gone are the days of lengthy wholesale invoices sent via a fax machine, or manually inputting orders on Sage.

Shopify B2B is a customised version of Shopify that allows wholesalers and manufacturers to sell products directly to other businesses online.

No more need for third party apps, separate selling channels or complex code.

Shopify B2B combines everything under one roof: easily.
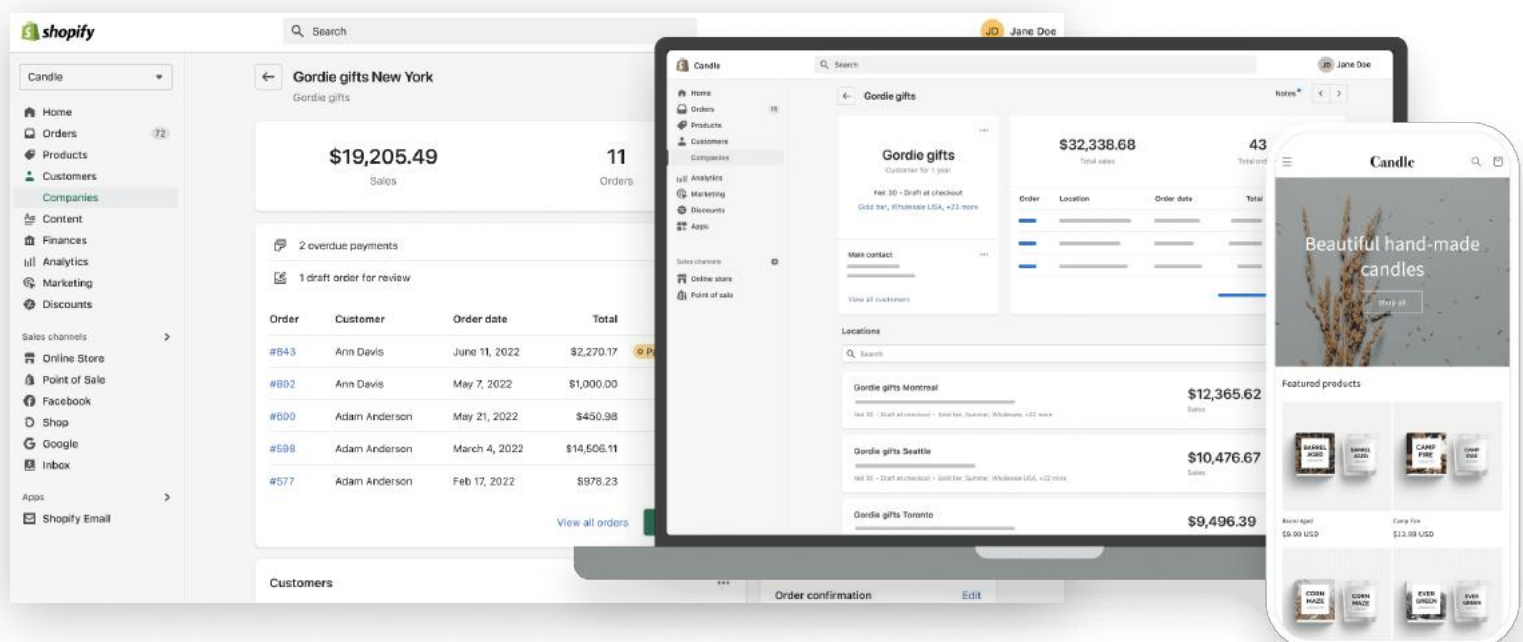
Discover how to manage your sales, customers, and orders efficiently in one core platform - without the apps, manual labour and archaic technology. Instead, create bulk order forms, offer tiered pricing, set custom discounts and let your customers shop from a beautiful branded storefront: all in one core platform.

And that's just for starters.

Shopify B2B brings new opportunities to those running a B2B store - all within the sophisticated Shopify ecosystem that processes billions of dollars of revenue around the world every year.

Wholesale without the hassle? Welcome to Shopify B2B.

2,000

Shopify Plus Merchants Use B2B.

Why? Speed, efficiency and an enhanced shopping experience for buyers are just some of the reasons why so many merchants are scaling on Shopify.

Not to mention costs. Other e-commerce platforms can cost thousands to add simple features that Shopify can do in seconds.

Here's what the Shopify community are saying about the future of B2B:

90% of Shopify Plus merchants would replatform their existing B2B business to Shopify.

87% of buyers would pay *more* to shop from a merchant with an excellent commerce experience.

83% of buyers prefer purchasing through digital commerce versus using a sales representative.

80% of B2B commerce is expected to take place online by 2025.

brooklinen

dermalogica

greenworks
Coffee

A Quick History of Shopify B2B:

June 2022

Shopify B2B is announced during the platform's first ever Editions - a semi-annual showcase of over 100+ Shopify updates and launches for merchants.

Early features included B2B specific checkout and custom pricing for wholesale buyers, with ERP providers such as NetSuite, Brightpearl and Acumatica partnering to integrate essential data with Shopify's B2B solution.

July 2023

With the arrival of Summer Editions '23, the platform announces further improvements to their B2B offering, including all this and more:

- Advanced store personalisation, allowing merchants to turn on B2B-specific content or wholesale 'versions' of each page of their DTC site, with no coding required.
- Volume pricing and quantity price breaks to encourage business customers to buy in larger quantities.
- Quick order lists to display product variants and B2B pricing more accessibly than before.
- Vaulted credit cards so customers can use a previously stored credit card on draft orders at checkout or when paying an invoice.
- PayPal payments

February 2023

Just six months after their initial launch, Shopify announces dozens of upgrades to their B2B offering in their Winter Editions issue, including:

- Quantity rules, allowing merchants to add minimums, maximums, case packs and increments for products and variants.
- Set specific rules for different customers or businesses to create customised B2B experiences.
- Use B2B APIs to create custom solutions like collecting order notes, packaging and delivery instructions at checkout, and build B2B loyalty programmes.
- Receive orders as a draft, allowing you to review them before finalising.
- Give your customers the opportunity to request a quote online.

And this is just the beginning...

Key Features.

Shopify B2B has been dubbed "Wholesale without the hassle." But what exactly makes it so hassle free?

Shopify B2B doesn't take a 'one size fits all' approach to merchant business operations - and rightly so. What it does do is provide a number of key features that we can customise to work for you, whilst also utilising the intuitive, lightning-fast infrastructure that is Shopify itself.

As well as the fastest e-commerce checkout, hundreds of platform improvements each year AND easy back-end management that comes with *any* Shopify store, here are just a few features of their B2B offering to get you started:
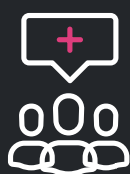
Wholesale Pricing And Quantity Purchasing Rules

Ability to offer custom pricing to different customer groups or businesses based on percentages, volume or other factors.

Volume Discounts

Option to offer discounts based on the quantity of items purchased, helping to incentivise bulk orders.

Customer Groups And Company Profiles

Ability to create different customer groups with different permissions, profiles and pricing, making it easier to manage B2B relationships.

Purchase Orders

A system to receive and manage purchase orders from B2B customers, streamlining the ordering process.

Request For Quote (RFQ)

A feature that allows B2B customers to request a quote for specific products or bulk orders, providing a more customised ordering experience.

Approval Workflows

The ability to set up approval workflows for orders and invoices, helping to ensure accuracy and accountability.

Customisable Checkout

Option to customise the checkout process for B2B customers, ensuring a seamless and streamlined experience.

B2B Reporting

Access to detailed reporting and analytics to track B2B sales and performance, providing valuable insights into business operations.

These features are designed to support B2B businesses and help you efficiently manage your wholesale operations and customer relationships.

Omnichannel, syncs with POS, your B2C side etc

Easy reorders

Internationalisation

Custom store themes & branding

Common Migration Concerns.

Transitioning to another platform is not a decision to be made lightly, and each B2B business is going to have different pain points. If you're finding your current platform increasingly difficult to work, you might have various questions from your team:

We've worked with our current agency for years. They don't work with Shopify, so how do we do this?

Will it cost too much?

Nobody in my business is particularly tech-savvy!

Will it take too long?

We use complicated systems that need integrating with our current site.

How long will it take to get my ROI?

We don't need a pretty new design - we just need it to work.

Will a new platform negatively impact our customers?

I run DTC too! How can both parts of my business work together?

Shopify B2B: The Answers.

Every B2B brand needs quantity price breaks, customer accounts, specific customer price lists and payment terms. With Shopify, these are out of the box. The hard part is often switching platforms itself - which is where Kubix steps in.

Here are some of the most common queries we get about Shopify B2B migrations and the answers you'll need:

How much does it cost to run B2B on Shopify?

- Shopify Plus starts from $2,000 per month - but this also includes your hosting. No more security patch costs or mandatory upgrades to unlock new features. You also won't need a maintenance retainer to keep your website alive.

- Depending on your trading figures, you may require a couple of apps at roughly $300 - $500 per month, but this is on a case-by-case basis.

How much leg work does my team have to do to get the site live?

- Every project is different, but it's a good idea to have at least one dedicated staff member who is aware of how the existing website operates and which systems are integrated with the website currently. They'll be able to act as a collaborator between your team and ours, whilst still ensuring daily operations continue as normal.

How would a replatforming impact my team, and will I get my team's buy-in?

- Not all of your team will need to use Shopify in their day-to-day, but when they see how Shopify could benefit their roles and enable them to focus on building relationships with your customers instead of worrying about the fine print or admin, the idea of 'buying into' the system becomes the easiest sales pitch in the world.

- Documentation such as a Visual Technical Architecture Map, Total Cost of Ownership pricing matrix, and a Features and Functionality Scope helps to ease this transition.

- You'll get full autonomy over your website and will be able to operate on it effectively without any assistance.

Is Shopify safe?

- Shopify uses bank-level encryption and technology. For their full list of certifications and security measures, you can find more at shopify.com/security

Will the transition be seamless for my customers?

- Customers will only be required to update their password to access their new account on Shopify.

- This will be communicated via email to your existing customer list, and is a great way of letting them know the new website is live.

What types of data do you transition over?

- Customer information, customer price lists, customer payment options, product information, photography and payment terms are just some of the core store data we can migrate over from legacy systems.

Will Shopify integrate natively with my ERP, WMS and account software?

- History tells us that the answer to this will be no... however there are always edge cases and if the answer is a firm no, we have a solution.

- We partner with leading middleware provider Patchworks who can help create a bridge between your system and Shopify.

How long will it take to transition to Shopify from my current platform?

- We see B2B migrations go through in as little as 6 months, but there are variables such as integrations and internal team operations to consider with this timeframe.

How could Shopify benefit my B2B customers? What if my customers don't want to buy online?

- The generation of buyers is changing, and with more millennials in purchasing roles than ever before, many of your customers are already accustomed to procuring online - and the chances of them already having shopped on a Shopify store is high.

- For customers who don't like buying online, they can view your site as a digital catalogue. Shopify's customer-friendly UX ensures your site will easier to browse than ever before.

- Many of Shopify B2B's features come out of the box, meaning you can enhance the shopping experience like never before.

What If I Already Sell DTC?

If you're a DTC Shopify merchant and thinking about selling B2B, then the good news is you're already halfway there. The world-class Shopify architecture and buyer journey that powers your existing DTC site can be adapted to your B2B offering and tailored to your business's specific needs. Many of the clients we deal with that look at involving B2B in their business operations find that process helps their DTC side too, as it's a good opportunity to audit integrations, apps, and workflows that accompany running an online store. I always say that technology is only half of the process - internal workflows and processes are just as important. When evaluating tech for merchants, we look at fit over features every time.

Joseph Brown
Operations Director

Brands Already Using Shopify B2B.

If you're considering Shopify B2B, you'd be in good company.

Here are just some of the brands that use Shopify B2B for their trading:

Supergoop!

greenworks
Coffee

TRUE BOTANICALS

momofuku

dermalogica

CHICKIDEE

FILTROUS

Lapwing

brooklinen

Time To Get Started?

You might feel like you've got the most clunky, complicated B2B system in the world. But just imagine what could be possible with Shopify. Without asking, you'll never know.

Here at Kubix, we're Shopify Plus Partners, which means we're one of the few agencies across the UK who specialise in working with the world's biggest Shopify brands. We start with a Discovery Audit of every business that comes through our doors - to not just identify potential roadblocks, but also to spot potential business opportunities.

Any B2B project needs to go through this Discovery Audit to ensure all of the apps and integrations work with the new proposed technology. Will your business's workflow correlate with your app functions? How will the technologies speak to one another? Once we've identified how B2B could work for you, we can put your very own bespoke migration plan together.

To discuss your business requirements for B2B, speak with our team today.

Get In Touch

Glossary of Shopify Terms.

Abandoned Cart: Customers who have added items to their cart but have not yet checked out. To re-engage and convert lost customers, abandoned cart emails are the best way of bringing customers back to the store.

App: A plugin that can be installed (free or for a fee) that enables new features or services for your Shopify store.

API: API stands for Application Programming Interface, software that allows two or more computer programmes to communicate with one another. An API acts as an intermediary layer to send information back and forth between a website or app and a user.

Blended Storefront: A blended storefront allows you to set up and manage both DTC and B2B sides of your business from a single store, instead of having two separate stores. With Shopify's latest Summer Editions B2B features, blended storefronts are becoming increasingly popular for B2B merchants.

CTA: Call to Action. An instruction in the form of a shape, button or text, or even an image that encourages visitors to perform an action, such as a Shop Now button. CTAs can be included on emails, social media platforms, and websites.

Companies: Shopify-specific term for businesses you sell to within your B2B store.

Collection: A collection is a grouping of your products. Collections are used for categorising products to make it easier for shoppers to find what they're looking for. "Tops" and "bottoms" would be an example of categories for a clothing store.

Conversion Rate: The percentage of site sessions that resulted in actual orders. This is filtered by "Added to cart", "Reached checkout" and "Sessions converted".

Customiser: The Shopify Customiser is a part of your Admin panel, where you can find and change Sections and Settings.

DTC: DTC stands for Direct to Consumer, when a brand or manufacturer sells its own products to its end customers.

ERP: ERP stands for Enterprise Resource Planning, software designed to manage core parts of a business such as finance, HR and purchasing inventory.

Metafield: Metafields are a scalable way to add and store custom information to native Shopify resources like products, customers, orders. In addition to product titles and prices, metafields enable store owners to create unique properties like ingredients or materials to enhance a product page.

Migration: A successful move or transition from one e-commerce platform to another. You can migrate to Shopify or Shopify Plus, for example, from Magento, WordPress, and other channels.

Sales Channel: One or more locations where you can sell online. Your online store usually is your primary sales channel, but you may also sell on Amazon, Meta or TikTok.

Sessions: A session is a period of activity from visitor. Shopify measures your traffic in overall sessions over time.

Tag: Tags are applied to products to help you categorise and group products into collections.
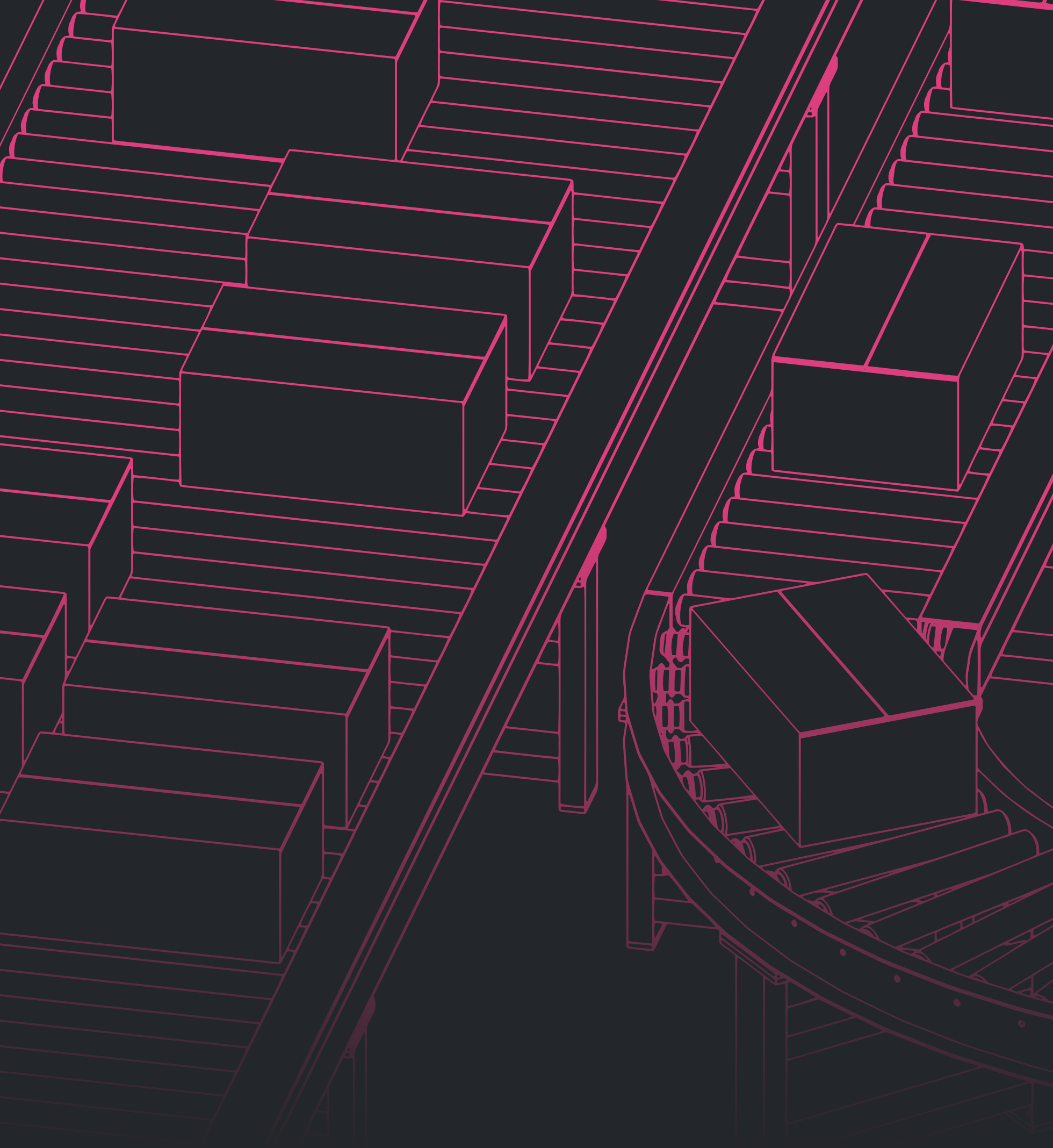
Theme: The files that control the look and feel of a Shopify store. From a technical standpoint, a Shopify theme combines HTML, CSS, JavaScript, Liquid, and image files into what shoppers see on screen, or the "front end".

Shopify Plus: The most advanced of all Shopify plans, Shopify Plus offers the most benefits and support and is therefore suited to the largest global Shopify merchants.

UI: UI, or user interface, is the visual and aesthetic elements of a website. It includes the look and feel of the interface, the interactions (animations) as well as the layout and typography. On e-commerce websites, the goal of UI design is to create a appealing, recognisable (branded) and memorable shopping experience.

UX: UX, or user experience, is the overall experience of using a website. It includes the information architecture, the usability, functionality, and overall satisfaction of the user. On e-commerce websites, the goal of UX design is to create a positive and seamless experience for users in order to increase their satisfaction, engagement, and conversion rates.

Visual Technical Architecture Map: A bird's eye view diagram that showcases your organisation's infrastructure. The map illustrates how components in a system interact with one another.

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