B2B COMMERCE
Unified, Intelligent eCommerce Solution

AD VICTORIAM SOLUTIONS
Salesforce. Simplified.
B2B Commerce displays your product catalog in a branded storefront and allows your customer base to place an order independently. Complex pricing models can be configured to match your current business rules and enable contractual agreement tracking for product entitlements and price points. In addition, you can capitalize on B2B Commerce’s target marketing functionality that provides customers with a tailored, engaging shopping experience. And best of all, B2B Commerce is a flexible solution that scales as your business grows.

Salesforce ensures that B2B Commerce is constantly innovating and evolving to meet common business challenges as they arise. Here’s how:

Whether you are managing one brand or multiple, B2B Commerce can be configured to provide a uniquely tailored shopping experience to your target audience for both mobile and desktop browsing.

Since B2B Commerce is built on top of Salesforce, you can leverage your existing Salesforce data in conjunction with B2B Commerce data to make fully informed business decisions.

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**Highlights**

- Gain a new revenue stream
- Eliminate manual pricing calculations
- Increase the velocity of order fulfillment
- Automated approval processes
- Integration with ERP, UPS/FedEx, tax calculators, and more
- Eliminate manual pricing calculations
- B2B Accelerator
Benefits

- New sales channel that drives new revenue with little maintenance and manual intervention.
- Replaces the need for sales teams to take orders from existing customers.
- Built on a CRM system, it integrates all data points, including pricing, for a 360-degree view.
- The platform is part of a large technology ecosystem that works to solve any business challenge, such as Sales Cloud, Community Cloud, and CPQ.
- Offers a flexible pricing model based on group and customer type business rules.
- Data reporting to drive business, sales, and service-related decisions.
- Quick implementation and modifications of storefront without IT assistance.

B2B Accelerator
When You Want Results Fast

Take advantage of our B2B Accelerator, an out-of-the-box package that enables businesses to jump-start their platform so they can sell online within four-six weeks, not months. The accelerator includes a branded storefront, product listings, pricing, email templates, reporting, and more.

About Ad Victoriam

Ad Victoriam is a Salesforce® and MuleSoft® Partner who provides mission-critical consulting services, from strategy to implementation. Our nimble team of certified professionals across the United States accelerates businesses by simplifying complex problems through cloud and data expertise. As a Certified B Corp, we put purpose over profits and have made a strong commitment to the community.

Ad Victoriam’s dedicated B2B Commerce team is ready to apply their knowledge and passion to your challenges. Whether you are migrating from a legacy eCommerce solution or just starting to dip your toe into the B2B eCommerce world, our team has the skillset and expertise needed to get your branded storefront up and running quickly so you can drive new revenue.
Customer Story Featuring Chariot Group Inc.  
High-Tech

B2B Commerce Solution nets significant ROI

Challenge
Chariot, a Salesforce Sales and Community Cloud customer, needed to integrate an eCommerce platform into its platform in order to meet the online ordering requirement set by a large customer. As they sought a solution, Chariot also kept the productivity of their team in mind. They wanted a solution that required minimal manual intervention from their sales team so they could focus on new sales, and not order entry/fulfillment. They chose B2B Commerce to meet their needs, and Ad Victoriam to implement the solution.

Resolution
- Channel creation now drives Chariot’s revenue from a new source with minimal sales team intervention.
- Chariot has transitioned to a more modern automated process, enabling them to compete with large competitors.
- The need for sales reps to manually calculate and apply pricing to orders has been eliminated, which has increased Chariot’s velocity of order fulfillment.
- Chariot’s client onboarding process has been sped up through standardization, automation, and application of best practices.
- The integration of FedEx has eliminated Chariot’s manual quoting and shipping processes. It has also expedited product shipments and enhanced purchasing data management.
- All-inclusive, this solution immediately led Chariot to win a new large contract with their customer.

The Chariot Group, Inc. specializes in video conference and multimedia solutions. They provide the consulting services and presentation products necessary to enhance a company’s ability to effectively communicate its message through a multimedia project or an integrated video conference solution. With offices in Alaska, Oregon, and Utah, they are changing the ways people communicate both in the classroom and the boardroom.

B2B Commerce  
Sales Cloud  
Community Cloud

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