

HOW TO SELL B2B ECOMMERCE FOR BUSINESS CENTRAL



How to help your Business Central customer with a B2B webshop

Microsoft
Partner

This document is intended for Microsoft Partners specialized in delivering Microsoft Dynamics 365 Business Central to end customers.



Your Business Central client wants a webshop for their B2B customers - and they ask you for advice.

The challenge is that the customer does not have the time and energy to start a new, large project. You also do not want the customer to start a huge project outside Business Central, involving new suppliers. On the other hand, you also do not want to reject the customer and send them to another supplier.

In this article, you will learn how to deliver a B2B webshop from within Business Central - just by installing an app - without it becoming a project.

And we will teach you to speak the right ecommerce language, advise the customer correctly and minimize risks in both delivery and support.

This is a guide for the Business Central partner who wants to learn how to deliver B2B Ecommerce to the end customers.

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Your customer's concern

Let's start by talking about the situation you are likely to encounter with your customer and the concerns they have.

If your customer is like everyone else, they really don't want to start a huge ecommerce project. We have met many companies that have postponed an ERP project because they know that an ecommerce project will follow soon after, and they don't have the energy for a double project.

Many other types of software have been commoditized, so a project is no longer necessary. In ecommerce, Shopify is a good example.

"Why can't we just show the item on a webshop and let the visitors buy it?"
Your customer thinks it should be that simple.

The past is usually discouraging. If the customer has previously implemented or upgraded a webshop, they probably remember that it was a slow and expensive process, and they don't want to experience that again.

The employees in purchasing, sales, and bookkeeping do not have the energy for a project where they must provide data and invent new processes in collaboration with a ecommerce supplier who will build everything from scratch.

You will often encounter a situation where your customer has recognized that they need a B2B webshop, but they are reluctant to start the process.

Your customer's concern is justified.

If they choose a Sana Commerce, Dynamicweb, or similar, then it will become a big project with a lot of development required to go live with the webshop.

The traditional project begins with a clarification of what data is needed, where data is to be found, how they need to be mapped between ERP and the webshop, and whether, for example, automatic monitoring of a file drive needs to be built. Then the front end must be designed, the menu structure, the product card, the cart, etc. They even have to decide the font sizes and colors, and it becomes a whole marketing project. Then the vendor starts developing, and suddenly some data is missing, and the synchronization stops. Someone must decide which stock data to replicate and how often they need to be updated, and then it turns out that there is a special price calculation in ERP, and it must also be developed on the webshop to get the campaign prices in ERP to work in the webshop. All the old invoices in ERP must be generated and put on a file drive so that they can be displayed on the webshop. Everything must be designed. Meetings must be held, and everything must be approved by different roles, CFO, and CMO, and it requires changes in the ERP system to be able to map data correctly. And then they go live after 12 months. Or 6 months if they work fast.

You get the picture.

This is how a traditional ecommerce project goes. Many different roles with different opinions - and none of them have the B2B webshop as a top priority.

You have a completely different message

With the B2B Ecommerce solution, you have a completely different message for your customer. B2B Ecommerce is an app in Business Central, not a separate IT-system.

It will not become a project. It does not take long, and it does not become complex. Implementation and setup take a few days.

The ERP functions do not have to be developed in the ecommerce solution. Everything that the ERP system can do, the webshop can do as well. There is not even an integration project. Nor is there anything to be maintained afterward.

With B2B Ecommerce, fewer customer roles are involved. It is not a marketing project, and the complexity is much lower. It's plug'n'play, just like Shopify. It is typically an initiative that a small group of employees implements in 2-4 weeks.

Your concern

We also need to talk about your own concerns. It is quite normal for you as a Business Central supplier to have concerns when your customer asks for an ecommerce solution.

As a supplier, you also do not want a B2B ecommerce project. It could be Sana Commerce, Dynamicweb, or another large system.

It will cost as much as an ERP project, and it cannibalizes your share-of-wallet at the customer. You also run the risk of completely new groups of people entering the stage, which makes your customer relationship more complex.

Maybe you don't have the ability to talk about ecommerce either. Is there a specific terminology? And how can it be that there is such a big difference between whether it is a B2C or a B2B webshop? Your customer knows more about ecommerce than you do. They have tried it before, and they speak the language. And if there's one thing, we as consultants do not like, it's getting questions from the client that we cannot answer.

And then there is the responsibility. If you take on the task and advise the customer on ecommerce, then you also take on professional responsibility for a large project, which is difficult to define and which risks becoming a comprehensive support task.

Then it's easier to say no to the order. However, then you will leave the stage open for another IT provider, who seizes your customer's time, money, and attention.

It is difficult to decide whether you should take the lead in the project - or pass.

It's not really that complex

In fact, you do not have to worry much when offering a B2B Ecommerce solution to your customer.

You can compare the task with implementing a regular app for Business Central. It's not going to be a big project. We have put together a start-up process, which we call Unbox Ecommerce, which contains all the necessary activities to get the webshop going, and which even is at a fixed price.

Read about Unbox Ecommerce here:
abakion.com/unbox/eccommerce

We complete the start-up process during the first couple of days, and when you feel comfortable with the process, you can take over many of the services.

You will also find that there are no new groups of people. The people you are used to talking to about Business Central are the same ones who will be participating in a B2B project.

And there are actually not a lot of new terminologies to learn. There are some concepts about product hierarchies, product information, and the difference between B2B and B2C that you need to be very familiar with, and we will explain it all in this document.

It is normal for Business Central partners to be reluctant to offer third-party apps if they are unsure whether it creates a challenge in their support function. We feel confident that it is easy for the partners to take over the daily support. Our experience is that there are not a lot of support inquiries and that the inquiries are about basic use which are covered by our videos on Use Dynamics.

Watch all the support videos on Use Dynamics:
usedynamics.com/b2b-ecommerce

In the beginning, we help you become familiar with the solution, and it does not take that long, because it is fairly easy to get acquainted with, if you are a Business Central consultant.

What do you have to learn now?

Do you speak the ecommerce language?

It is actually more straightforward than you think. The knowledge you already have about Business Central takes you far, and there are just a few new things you need to learn.

You will not create new relationships with sales and marketing people at your customer, because they are rarely involved in a B2B ecommerce project, and if they have an Ecommerce Manager, they usually focus on the B2C webshop and leave B2B to the CFO.

There are basically 3 things you must learn to help your customer get started with B2B Ecommerce:

1. Hierarchies of goods
2. Product Information Management
3. The difference between B2B and B2C

We will take you through these 3 topics one at a time in the following chapters.

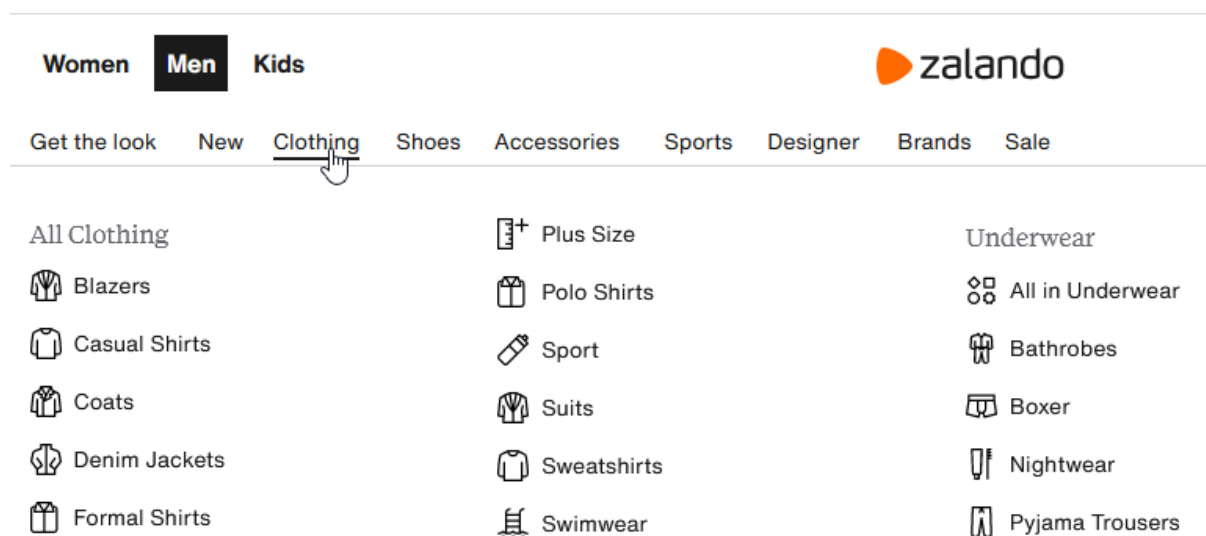
1. Hierarchies of items

The majority of the B2B Ecommerce solution is inside Business Central, but there is not much new to learn for you as a Business Central consultant.

We begin with a concept you must learn: Hierarchies.

You know items and item groups in Business Central, but in order to post items on the webshop, a hierarchy of the items must be created. It categorizes the items and creates the menu structure that visitors will encounter on the webshop.

If you visit a clothing store, there might be women's and men's clothing. Under menswear, there are pants, shirts, jackets, etc. Under pants, there are jeans, casual, formal, etc. And under jeans are the specific items that you can further filter by colors, sizes, brands, etc.



This is an example of the item hierarchy that becomes the navigation menu at the online retailer Zalando.

The levels in this hierarchy are usually by manufacturers and distributors called product groups or levels, while in retail the main groups are called categories.

This hierarchy must be built by your customer in Business Central. It's quite simple, and your customer probably already knows what the hierarchy should be like. It's part of our startup program that we help them put the hierarchy into Business Central.

The customer can define the groups as they wish. An item can be in several groups. The groups can be in several languages. You can put descriptions, pictures, and files on the groups. It can be as simple and as advanced as you like.

2. Product Information Management (PIM)

Product Information Management is a discipline that is about managing information about products in a structured way. Many companies have a separate system for PIM because ERP systems usually do not have the necessary features to manage a lot of product information.

However, the B2B Ecommerce solution includes a PIM system built into Business Central. It allows you to register "Master Data Specifications" on goods, and in fact also on customers, suppliers, and all sorts of other tables in Business Central.

In a B2B webshop, there must be a lot of product information on the items. This is a requirement from the customers who will use the webshop.

Traditionally, you would add a field to the Item Card in Business Central if there is information that needs to be registered about the product.

The challenge is that if you have a lot of item numbers - and if different types of items require different types of information - then you can end up with hundreds of additional fields on the item card, and that is confusing and impractical.

By using Master Data Specifications, one can simply add the specifications that are relevant to each item. You do not have to see all the fields - only what is relevant to the specific item.

Master Data Specifications are structured data. They are automatically replicated to the webshop. They can be used for search and filtering. Master Data Specifications simply solve most of the requirements your customer has for the B2B webshop. We will get back to this in more detail later.

Information Setup

Search New Edit List Delete Related Fewer options

Preview Delete Attachment Extended Texts + New

Information Code	Information Value	Value	Description
→ BIKE TYPE	CITY BIKE		City Bike
GEAR	NEXUS 7		Nexus 7 (inside)
GENDER	MALE		Male
LAST DATE TESTED		05/27/18	
MAINMENU	CITY BIKES	CITY BIKES	City Bikes
MATERIAL	ALU		Material: Aluminum
SHOWONWEB	YES	YES	Yes
TIRE TYPE	700 × 35C		700 × 35C
TOPMENU	BIKES	BIKES	Dynus Bikes
WHEEL DIAMETER	INCH	29	29 inch.

Example of master data specifications in Business Central for a bike

3. How do you know the difference between B2B and B2C?

This is an important point. Most customers do not know the difference between B2B and B2C, and they often have wrong priorities when looking for a B2B webshop.

Therefore, this is one of the first topics you need to talk to your customer about. When they have a eureka moment and understand what the difference is, then you have won both their trust and attention.

Business-to-Business and Business-to-Consumer - it's not just about selling to either companies or to end customers. The big difference lies in the way the customer makes the purchase decision.

- B2C sells emotions
A B2C webshop sells to end customers, who need to have a lovely shopping experience when visiting the webshop, so they let their emotions prevail and decide to buy the item.
- B2B facilitates transactions
A B2B webshop sells to companies with a customer agreement, and they agree to manage replenishment through the webshop portal. It must be easy to find the items,

and the webshop needs to have all customer-specific prices and conditions. The purchase decision does not really take place on the webshop, and therefore it should not focus on enticing customers to buy, but on providing good customer service and facilitating transactions.

It's not really about whether you sell to a consumer or a business. Many businesses need a B2C webshop, even if their customers are other businesses. This is the case when they need to be found on google and sell individual items to new customers.

But distributors and manufacturers who sell to their dealers, agents, franchisees, and companies with customer agreements - they must choose a B2B webshop.

The most common scenario is that a business only needs one type of webshop. But of course, some companies have both a B2B and a B2C webshop.

Who should use both?

It is a market trend that big brands are launching a direct-to-consumer webshop, even though their primary business is based on a network of retailers. Thus, they end up with both a B2B webshop for their resellers and a B2C webshop for the consumers. Examples include adidas.com and nike.com, which carry the entire product range, and miele.com, which carries consumables to their machines.

But you will find that the vast majority of companies mainly focus on one of the segments - either dealers or consumers are the primary focus of the business, and the other area has been assigned half an employee who keeps it going.

The companies that are successful with both B2B and B2C have two separate teams for it. It's important to recognize this.

Usually, a business will begin with only one of the areas. It may be that the company has started selling to consumers, and now they have franchisees abroad who need to be able to order items via a B2B webshop. For them, B2C will always be the most important, and the small B2B webshop does not get much attention. You may find large companies that manage to invest wholeheartedly in both, but the most common is that one of the areas gets the most love.

However, most of the companies you will meet will only need one of the areas, and then it's important that they choose the right one.

Let's look at what goes wrong if a company chooses the wrong type of webshop.

B2B does not belong in the B2C webshop

Unfortunately, it's often the case that companies try to get their primary webshop to cover both B2C and B2B. You should discourage your customers from trying that.

If the company has a successful B2C webshop and forces the B2B customers into it, then the customers get a bad experience, where they are unable to find the items fast enough, and the webshop does not know their special conditions and prices, and they generally lack a lot of information.

The reverse scenario is also a problem.

If the company starts with a successful B2B shop, and gives consumers access to it, then consumers do not feel that it speaks to their emotions, and they are not inspired to buy anything. They think the webshop is too elaborate and they feel over-informed.

Combining B2B and B2C is very rarely successful.

What reveals that it's B2C?

You need to help your customer know the difference between B2B and B2C, and there are actually some questions that reveal that your customer has a B2C shop in mind.

If you come across any of these topics then you need to challenge your customer to see if they really need it. If they do, then B2B Ecommerce is not the right product for them. Then they need to choose a B2C-oriented webshop.

- What if the Marketing department sends out a campaign email and then all the customers rush into the webshop to take advantage of the great offer?

It's a trick question because it does not happen in B2B at all. This is not how the dynamics of a B2B relationship are. B2B is a distributor-dealer relationship, and the Marketing department does not issue an offer that should trigger a sense of urgency and scarcity to get customers to respond immediately. This is something Marketing does in B2C only.

In B2B, you negotiate a price agreement, and then the customer orders a lot of items altogether when it fits into their workflow. And sometimes they order a single item for a specific customer and ask for it to be drop-shipped directly to the end customer.

In B2B, marketing campaigns are planned many months in advance and apply for a period of time and have no urgency. Emotions and urgency are consumer behaviors in B2C.

If your customer's Marketing department is actually running campaigns to trigger urgency, then you should advise them to opt for a B2C webshop. If they sell on emotions, then they are B2C, even though it may be companies they sell to.

- How does the webshop handle SEO, and how do you get it to rank well on Google?

It is B2C that needs to rank well on Google. Within B2B, you have fixed customer agreements, and they will not go to google to find your webshop. They have bookmarked the URL and log in when it's time to order items.

Questions about SEO and Google reveal that your customer is thinking B2C.

- Can the webshop propose items to customers in an intelligent way?

It is in a B2C webshop that you will find personalized product recommendations. They aim to entice customers to put more items in the cart, and the whole idea of cart size belongs in the B2C world.

If your customer wants product recommendations and measures on cart size (the average order size, also called average order value), then they should probably have a B2C webshop.

Substitute products are also a need that belongs in a B2C webshop. Customers demand that they can see exactly when a sold-out item will be back in stock, but suggestions for substitute products are not a normal need in B2B.

- How to respond to Cart Abandonment?

If your customer measures the Cart Abandonment Rate (the proportion of customers who leave the items in the cart without buying), or want to follow up on customers who have abandoned carts, then they are clearly in the B2C world. You do not have to worry about that in a B2B webshop because it is a distributor-dealer relationship.

In fact, there are many specific disciplines that are important in B2C but not relevant in B2B at all.

In the B2B webshop, you also do not worry about split-testing call-to-actions (testing which of two possible texts on buttons results in the most orders). Conversion rates are not a B2B topic at all.

Of course, the B2B webshop should have a user-friendly check-out process (the process from the cart, and the customer chooses shipping and payment method until

the customer places the order). It is good customer service. But in a B2B webshop you don't chase small percentages in conversion rates to create a check-out process completely without friction.

The first conversation with the customer

When you first talk to the customer about a B2B webshop, they usually have a number of wishes that you must confirm that the B2B Ecommerce solution can fulfill.

Their wishes are typically about topics that are more in the B2C genre because most customers use themselves as a yardstick and think about what they themselves emphasize when shopping in a webshop. You will also get many questions that deal with the handling of product information, which is called Product Information Management (PIM).

The following topics are always on the agenda in the first conversation about ecommerce:

- Can we design the webshop as we want?
Yes, B2B Ecommerce can be designed as the customer wants. They can add CSS and Javascript and let their web design agency go crazy if they want. Design options are always an important topic for customers in the beginning.
- Can there be several pictures on an item?
Yes, there can be as many pictures as the customer wants to upload, and they are uploaded directly to the item in Business Central, and then they are automatically available on the item on the webshop.
- Can you also upload high-quality images and technical documents to an item?
Yes, everything in a file format can be added to the item.
- Can you write long marketing texts about an item?
Yes, there is room for long item descriptions on the item in Business Central.
- What about specifications that the product is 29 cm long, made of aluminum, cannot withstand water, and is CE approved?
Yes, these are all just specifications on the item in Business Central. You can register as many specifications as you like, and they are automatically displayed on the webshop.

What job roles will represent the customer?

Let's look at the job roles that typically get involved in a B2B project. The funny thing is, these are basically the same people you're already talking to about Business Central.

- CFO

The company's CFO is usually the main character. The CFO is either the initiator or quickly becomes involved as a decision-maker. This is because a B2B webshop is very close to the CFO's domain and extends into the ERP solution.

If you are used to talking to the CFO, then you can sometimes arrange a B2B project with the CFO without involving many other roles from the client's business. It is not always very complex.

- Back office

The next roles you encounter are the back-office staff, who maintain data, support, purchase, and those who determine the product range.

- Marketing and Sales

The marketers and salespeople are usually not very much involved in the project.

The salespeople do not have much interest in the B2B webshop, and Marketing does not feel that it is a marketing project, because the webshop is not aimed at consumers, who will make a purchasing decision. When Marketing understands that it is a transactional portal, then in their world it has nothing to do with ecommerce, even if the name says so.

All in all, we can conclude that you are not going to encounter roles that you are not used to talking to in your regular work with Business Central.

The demonstration

When your customer is interested in the solution, they usually want to see a demonstration of it.

You can book a meeting where a consultant from Abakion attends to demonstrate the solution, but you are also very welcome to demonstrate the solution yourself.

When you ask us to attend meetings with your customer, we are as incognito as possible. We do not want to profile Abakion to your customer, and we do not want a relationship

directly with your customer. It is you who has the customer relationship, we do not make direct contact with your customer, and we invoice everything to you as a partner.

First we show PIM

To begin with, we show the features to manage product information because it is the most important topic for the customer. Once they have established that the solution can do what they need, then there is peace of mind.

Then they must understand the context

Then we want to make the customer understand what the connection between the webshop and the ERP system provides in terms of benefits. When they realize how much comes by itself, they usually get excited. It's a wow moment in the sales process.

The CFO usually has the most prominent opinions. The CFO can really see the point in the fact that the webshop is connected to ERP online.

- “Can I see my open orders and invoices?”
- “Can I get the sales order delivery dates displayed when the item is out of stock - but is on its way in?”
- “What about all the things that customers usually call in about? When will the item be in stock? What do I owe? What is my balance? What's my discount next month?”

All of these questions reveal that the CFO has seen the point in giving customers access to a completely self-service portal. Webshop-users will be able to do more on their own, and there will be fewer trivial inquiries to the customer service department. This makes a CFO happy.

Many questions with the same answer

Usually the customer asks 3 or 4 questions, where the answer is the same: If it works in Business Central, then it also works in the webshop.

After a few questions, they realize that they will get the same answer to all of their feature questions.

You will usually be challenged with quite specific scenarios:

We sell electric bikes, and every time we put an electric bike on a sales quote to a customer, we have programmed Business Central to also add a line with a battery that fits the bike. Can the webshop do that too?

Yes. When you add an item to the cart in the webshop, a line is actually created on the customer's Sales Quote in Business Central. This is done through Microsoft's official Sales Quote API, and thus the creation of the line will trigger the same events as if you had added the line manually. This applies to freight calculations and fees, and it also applies to special functionality for adding batteries for electric bicycles.

If it works on the Sales Quote in Business Central, then it works in exactly the same way in the webshop.

When the customer places the order on the webshop, it will in Business Central convert the Sales Quote into a Sales Order, and if you have customizations in your Business Central, which are triggered by a Sales Quote being converted into a Sales Order, then the webshop will also trigger your customization, just as if a user had pressed the button manually in Business Central.

Traditionally, you would have to build a lot of functionality in the webshop for the webshop to function in the same way as the ERP system. You do not need that with B2B Ecommerce. Shipping calculation, order confirmation, the status of the order - all those things are controlled by Business Central, and it also works in the webshop.

Once the customer has experienced this eureka moment, then they are usually excited, and then we move to the more detailed questions.

All the details

You would think that all customers had special needs, but it is largely the same questions and needs that customers ask for a B2B webshop.

Let's go into details with some of the questions we often get:

- What are the limitations of the webshop?

The Business Central API, which the webshop uses, has a capacity of 600 calls per minute. This means that Business Central can receive 600 sales quote lines per minute, ie 600 clicks on "add to cart" per minute. That's more than 250,000 line items in a typical business day.

As a rule of thumb, there must be more than 50 simultaneous visitors who are actively placing orders at the same time before it becomes a challenge. Ordinary customers will navigate the webshop and slowly add items to the cart, and in this way, the customers' ordinary behavior will naturally distribute the load. So, in most cases, the webshop can handle much more than 50 simultaneous, order-placing customers.

It is in the development plans for B2B Ecommerce that we introduce a "bulk order receipt" so that customers can enter the order number and quantity at high speed. It is relevant for those customers who do not want to navigate the shop, but just want to enter item numbers from a catalog. When the customer submits the order, the webshop will send the order via one single API call to Business Central, and thus the capacity for the webshop will be even higher. But as mentioned, this feature has not been released yet.

- How fast is the webshop?

If we talk about how fast the web pages get downloaded, then it goes pretty fast. A good user experience is important, and the speed of the webshop is crucial. Many customers have a speed of less than 0.5 seconds per page on average, and all have a speed of less than 1.0 second.

If you ask your customer to compare that speed with their regular website, then the webshop will surely win, because a speed of 0.5 second is quite fast for a website.

As for the speed of putting items in the basket, some customers are worried about whether it takes a long time for the webshop to put an item in the basket because it has to do it via Business Central.

Our measurements show that it takes an average of 0.7 seconds to put an item in the basket. It's actually the same speed, whether the action is performed via the webshop or directly in Business Central. This means that you can register 85 lines per minute – theoretically, because you have to move your fingers extremely fast.

- What uptime does the webshop have?

The webshop site runs as an Azure App service. The webshop is up and available whenever Microsoft Azure and Business Central are available, and they both have a really high uptime.

When Business Central is occasionally 'under maintenance' for a short period in the middle of the night, then both Business Central and the webshop are not operational during Microsoft's service window.

We place the webshop at the Microsoft Azure Center, located in your geographic region.

B2B Ecommerce is only available as a cloud solution. The solution is not available for the on-premise version of Business Central, even if the Business Central on-premise

installation is hosted on Microsoft Azure. It must be the true cloud version - Software as a Service.

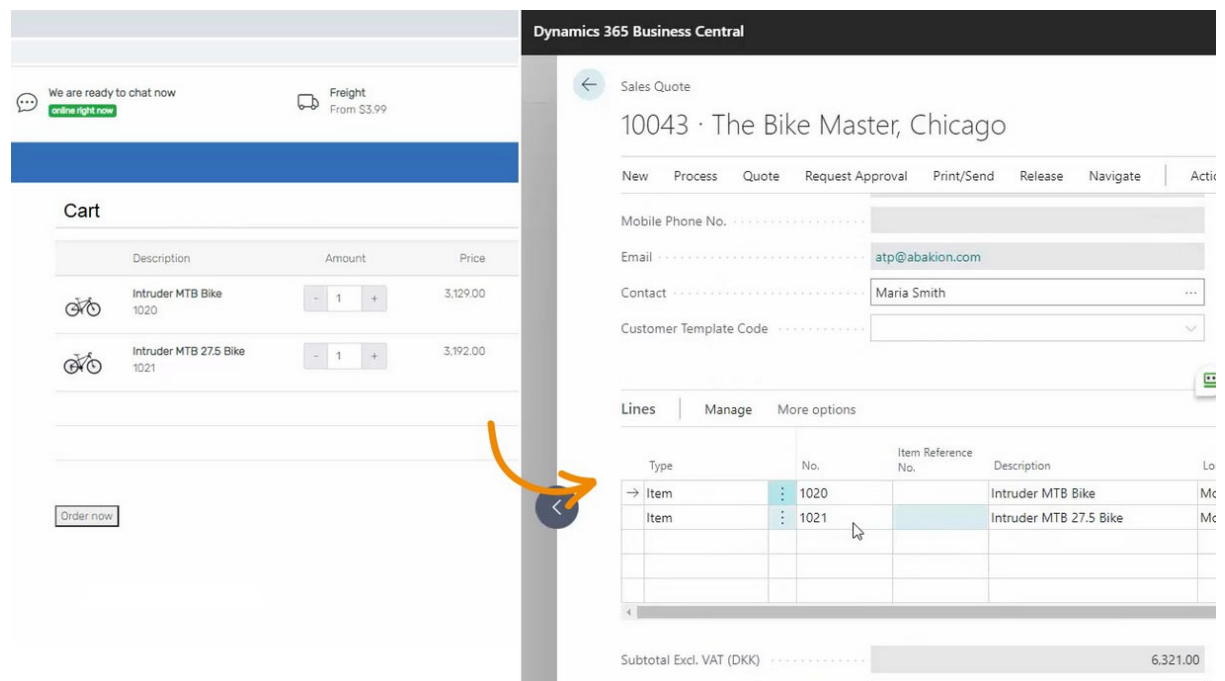
- Can some customers be asked to pay by credit card?

Yes, you can choose for each customer whether they should be invoiced or whether they should pay by credit card when placing an order.

If your customer has many of their customers who do not pay their invoices on time, then it is normal to demand payment in advance. Traditionally, they would wait to allow the customer into the webshop only after making a bank transfer, but it is a slow process. With B2B Ecommerce, it is easier to allow everyone into the webshop – but require selected customers to pay by credit card when placing an order.

- Can sellers place orders for their customers?

Yes, and there are actually two options to choose from. All users of Business Central can find a customer's Sales Quote, add item lines to the quote, and if the customer updates the cart on the webshop, then they can see the item lines that the seller has added. Then the customer can approve the order in the webshop, or the seller can convert the Sales Quote into a Sales Order in Business Central.



There is also a vendor solution for B2B Ecommerce. The seller can then log on to the webshop, instead of Business Central, add items to the basket, and complete the order - on behalf of his customer.

- Does the solution support external agents?

Yes. Some companies use agents or affiliated salespeople, who represent many brands and sell to e.g. stores. The agent gets access to the webshop and can place an order on behalf of the store. Delivery and invoice go directly to the store and the agent receives a commission to mediate the transaction.

- Can the webshop handle items that need to be assembled or configured?

No, the webshop is intended for selling off-the-shelf items. There are no features to configure items and the reason is that it is not supported by Sales Quotes in Business Central.

Spare parts and consumables can easily be traded on the webshop because it is stock items that just need to be picked, but not configured items.

The webshop also does not support deposits and rentals (sales of items which will be returned later), again because Sales Quotes in Business Central do not have that functionality. However, if functionality has been added that automatically adds a deposit (just like the example of batteries for the electric bike), then it is possible that the B2B webshop may as well support the deposit. However, there is no separate functionality on the webshop to charge a deposit or handle rental items.

- Can you have more shopping carts on the webshop?

Soon you can. Some customers want to work on multiple orders (ie multiple shopping carts) at the same time. They are gathering items for the order they will place this week, while also working on a campaign order to be ordered next month and a Christmas order with everything they need for Christmas.

In Business Central, these are just different Sales Quotes for the same customer. In the webshop, they are different shopping carts, and soon there will be a functionality in the webshop so that customers can switch between several carts.

- Can you show a matrix with variations on an item?

Yes. By default, each variant will be a separate item, and it can result in an unmanageable number of items on the webshop if you have many items. If you turn on Variant Matrix in B2B Ecommerce, you can display the variants in a matrix that provides an overview of, for example, sizes and colors.

	Small	Medium	Large	X-large
Red	10 - In stock	21 - In stock	0 - Not in stock	3 - In stock
Green	7 - In stock	2 - In stock	11 - In stock	Not available
Blue	19 - In stock	8 - In stock	Not available	Not available

- Can you order goods to be sent directly to the consumer?
Yes. Typically, the situation is that the consumer visits a physical store, which unfortunately does not have the desired item in stock. Then the seller logs into the supplier's webshop and orders the item with delivery directly to the consumer's address.

This is also called drop-shipment. The retailer buys the item from the supplier, pays for it and accepts payment from the consumer and gets their profit on it, but the delivery goes directly from the supplier to the consumer.

Next step

Now you have read about B2B Ecommerce, and you have learned how to sell it - and deliver a B2B webshop from within Business Central, without it becoming a project.

If you are ready to dive more into the details, we have some great resources for you:

abakion.com/ecommerce

The landing page for end customers with product videos, pricing and product content.

abakion.com/unbox/ecommerce

The project method to implement a b2b ecommerce solution in only 3 weeks.

usedynamics.com/b2b-ecommerce

Our instructional videos about the solution on the Use Dynamics portal. Great for learning specific details, and for support when setting up the ecommerce solution.

abakion.com/partner

The Abakion Partner Program. All the details when you want to resell our solution to your customers.