

Implementing a B2B Marketplace / Best Approach



A fully designed concept for implementing a B2B marketplace for higher revenue, new channels and wider audience reach.

B2B marketplaces are reshaping industries across the globe by offering a myriad of benefits for businesses. By consolidating diverse product offerings from multiple vendors into a single platform, marketplaces provide buyers with unprecedented choice, flexibility, and convenience. For sellers, marketplaces offer access to a broader customer base, enhanced visibility, and streamlined sales channels.

Ultimately, marketplaces foster a win-win scenario for all stakeholders involved, driving efficiency, innovation, and growth. **The biggest benefits, however, often go to the company that implements the marketplace and cements their position in the market.**

On the following pages, we want to explore how such a concept can be most effectively implemented.

What?

A B2B Marketplace for Businesses to buy both industry-specific and not-specific goods from vendors.

Why?

Buying goods from lots of vendors on different platforms is a lot of work. Hosting a marketplace gives the owner a means to sell its own products, as well as centralize other products, **expanding revenue, channels and market penetration.**

How?

Through the use of composable technology, the marketplace owner can sell their own products alongside their existing e-commerce without duplicating work, whilst vendors have access to a dedicated panel.

/Key Technologies

Our goal is to achieve the **maximum results in the most cost-effective manner**. To do this, we looked at a variety of technologies. Some could meet the immediate needs at a low cost, but would limit future growth or expansion.

Ultimately, we chose two key solutions that are essential to this concept.

PIMCORE


Pimcore

Pros:

- **Composability:** Thanks to its modular nature, we can work on the core functionalities, and expand. We couldn't do this with a monolith.
- **Individual pricing:** Commercetools supports individual pricing catalogues essential for marketplaces.

Cons:

- **License cost:** Commercetools isn't the cheapest on the market.
- **Implementation costs:** We won't lie: development costs go up with customizable solutions.


commercetools

Commercetools

Pros:

- **License cost:** Pimcore's Community Edition is free and meets our needs.
- **Product management:** Pimcore not only lets vendors manage their products, it lets the marketplace owner manage two stores at once.

Cons:

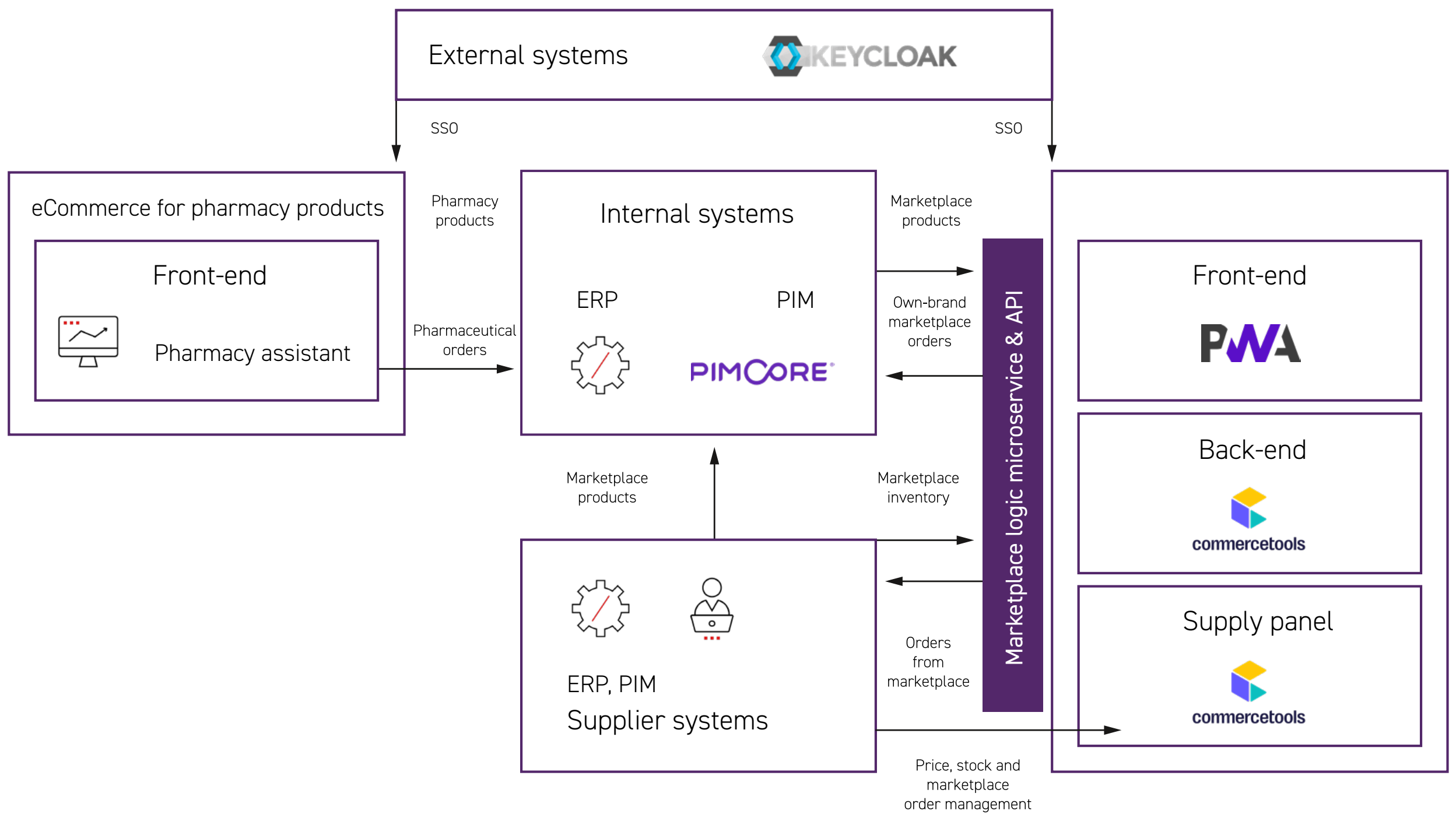
- **Additional panel:** Pimcore would provide an extra panel for vendors, alongside Commercetools. However, we can mitigate this through embedding and Single Sign-On support.

You can read more about the other technologies and approaches that were considered [here](#).





/Concept Overview



Phase 1

In the first phase, we simply get the marketplace up and running with commercetools. We connect it to the existing ERP system.

At this stage, merchants can't manage their own goods, so this stage is designed for selective inclusions whilst further functionalities are developed.

Phase 2

Next, Pimcore is added to take data from the ERP, and send it to the marketplace.

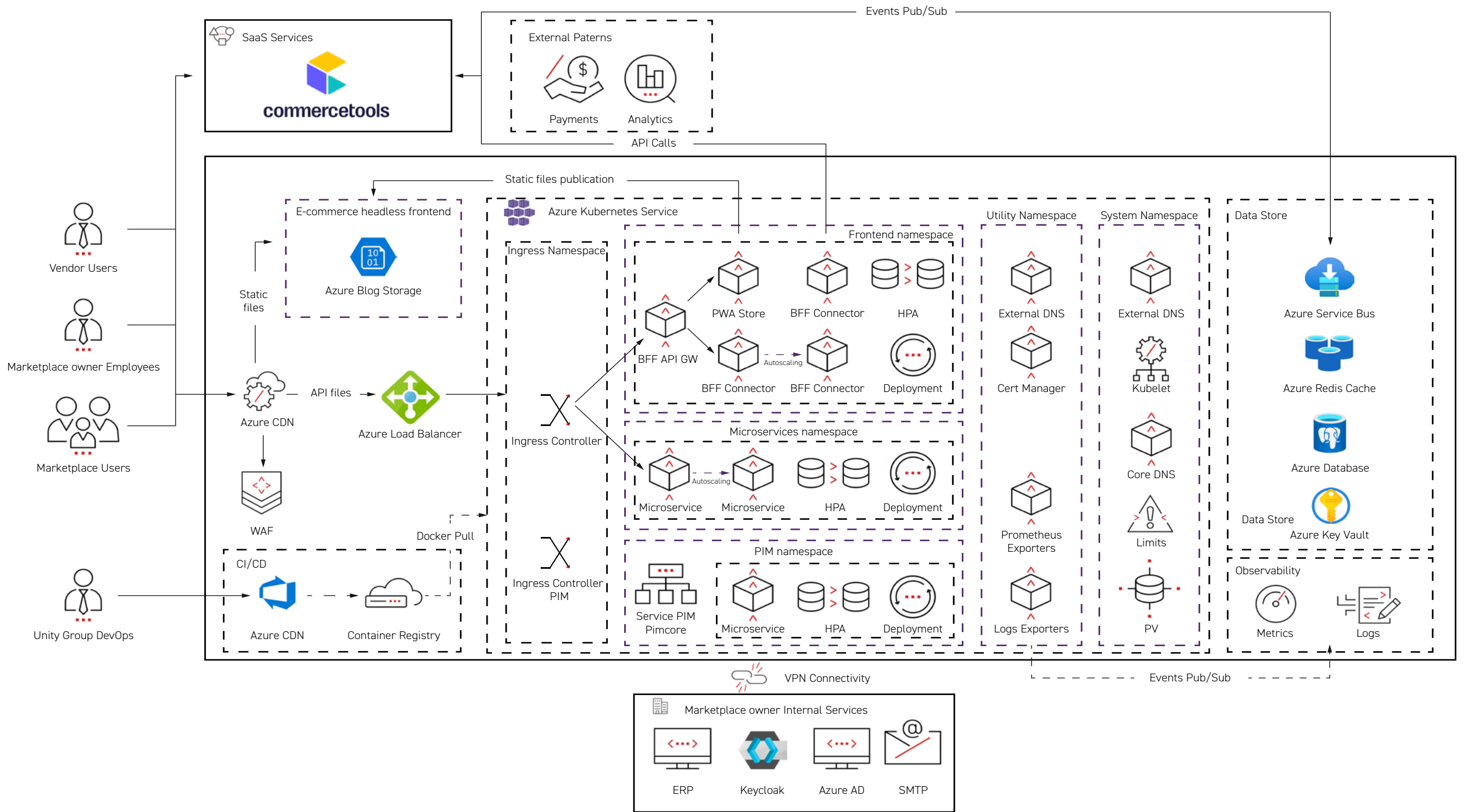
Through Pimcore, merchants can now manage their own products and, with commercetools, they can manage their prices and stock levels.

Phase 3

Finally, we integrate the company's existing e-commerce store with commercetools.

Now, the company can manage both its own store, and its marketplace goods, from one location, without separate datasets.

Technical Details / Architecture



About **Unity Group**

Unity Group has been realizing digital commerce transformation solutions < since.1997 > with over 500+ projects completed to date. We offer solutions across 4 key foundations:

> CUSTOMER

E-commerce solutions, self-service portals and digital experience platforms to accelerate sales and improve customer engagement.

> DATA

Business Intelligence and data analytics solutions that drive your company.

> OPERATIONS

From product information, pricing, inventory and order management to business process digitalization for sustained efficiency.

> CORE

Robust, scalable and secure IT architecture that powers your business.

25+

Years on the Market

150+

Happy Clients

500+

Implemented Projects

500+

Experts

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