



White Paper B2B Cases



# Dos and Don'ts of Digital B2B Commerce

E-Commerce Pioneers from Various Industries Share Their Strategies

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# Intro – The Time is Now

There are more than enough examples of B2B companies that are having a hard time not to lose market share. On the contrary, tapping the digital part of the market represents an exciting challenge for many companies, which they are happy to take up. We were able to interview some of them for this white paper. This resulted in very valuable insights into how B2B manufacturers, brands and retailers are making practical use of the digital opportunities and what fruit this has been bearing.

If you believe the raw market numbers, B2B companies with at least one online channel worldwide should on average be growing at least 10-15 percent annually in the last years.<sup>1</sup> And even more importantly, this constant upward trend is expected to continue. In 2019, global B2B e-commerce market size was already valued at an enormous USD 5.7 trillion and this number has been forecasted to expand at a compound annual growth rate (CAGR) of 17.5 percent between 2020 and 2027.<sup>2</sup>

Also, the effects of Covid-19 have to be taken into account. The pandemic is operating as a catalyst, condensing changes in the market we expected to see over a decade into the space of six, twelve, or eighteen months. Customers are increasingly turning to online shopping, also in B2B.

The urgency of the issue of e-commerce in B2B is obvious. What is missing are meaningful facts and cases that prove what works the best today and where the journey is headed. We want to fill this gap with this white paper. We are taking a close look at the current state of implementation of digital B2B commerce, showing proven success drivers and hands-on examples of B2B companies from various industries.

As a commerce software provider, we, at Spryker, know the questions and needs that retailers and manufacturers in B2B have. One of the most frequently asked questions is a general: “What do I have to do to implement digitization?” As there is more than one answer to this question, we divided the topic of digitization into the sections Strategy, Implementation and Best Practice Cases to provide answers and concrete recommendations for action that will take your business several steps forward.

The success stories of Toyota, Hilti and Wacker Chemicals will be discussed in detail. These cases differ in the vertical, their e-commerce approach and implementation, but they are united in their understanding that the digital customer journey in B2B has to offer more than just launching an online shop or selling products through marketplaces. These companies see issues such as technology, assortment, marketing mix, targeting, and services as part of their digital sales strategy, and this white paper is meant to enable you transfer these modern success factors of B2B commerce to your business as well.

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1. <https://www.digitalcommerce360.com/article/e-commerce-sales-retail-sales-ten-year-review/>

2. <https://www.grandviewresearch.com/industry-analysis/business-to-business-b2b-e-commerce-market>



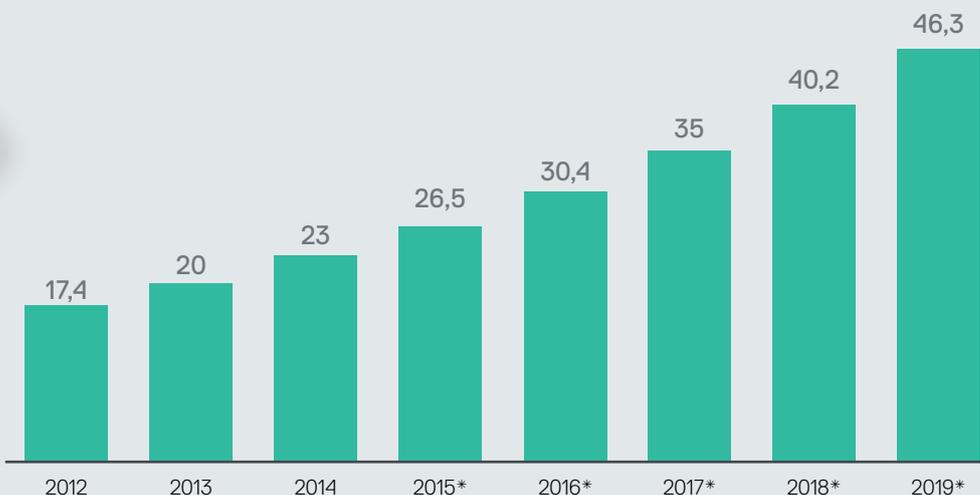
## Chapter 02

# The Biggest Errors and Common Misconceptions in B2B

There is no doubt that digitalization can be a huge challenge, especially when companies are not just digitizing processes, but considering taking the step to tap a new, digital business model. We often hear sentences like: “We’d rather wait and see before we rush to digitize.” This “better safe than sorry”-attitude describes a state of shock and paralysis that many B2B entrepreneurs have been facing with the challenge of digitizing their business. But one thing is clear to everyone: the importance of digital distribution channels is increasing. And caution can be a huge threat to progress and innovation. So the question for B2B manufacturers, distributors, and retailers is: How can we participate without losing the market position we have established so far?

### Turnover in B2B E-Commerce Continues to Grow

In the years 2012 to 2014 and a forecast to 2019  
(in billions of euros)



15%

average annual  
growth from  
2015 to 2019

Of course, there are a lot of worst-case scenarios that show just how dreadfully digitalization can fail. But rather than providing these scenarios as a justification for stagnation and perhaps confusion, it is worth taking a look at the best-practice cases, recognizing which factors were successful, and finding experts who can take a close look at your company, map it and give you concrete measures for how to prepare your company's digital path.

A survey initiated by Spryker together with ibi Research shows that processes in digital projects are often underestimated. Adjustments to standard software, data preparation and integrations can quickly become an insurmountable hurdle for digital projects unless an e-commerce strategy with a focus on the crucial points is set up in advance and existing company structures are rethought.

**What was the effort of the following topics / tasks in the implementation of your online shop?**

	Higher than expected	As expected	Lower than expected	No implementation issue
Adjustment of standard software used	54%	38%	1%	7%
Preparation or provision of the product information	53%	36%	1%	9%
Integration or adaptation of business processes	45%	42%	7%	7%
Integration of the shop system with other sales channels	39%	35%	1%	25%





## Chapter 03

# Digital Strategy is the Key

The digitization of wholesale is not a trend. It is a transformation that is in full swing. Although companies have neglected digitization so far, or assume that a web presence is digital enough, there is no other choice than addressing this topic now. It's five minutes to midnight—but it's not too late!

There is one fact that B2B companies often still do not understand: The increasing importance of digital distribution channels is not a curse but a blessing for manufacturers of “B2B products.” This is true provided that the opportunities are seized and potential risks are identified and minimized. Unfortunately, many corporate executives are still thinking about things the wrong way. But it is quite feasible to establish and implement an overarching B2B e-commerce strategy in the company.

There is no template here, because ideally the digital strategy has to fit into the existing organizational chart and the structure of the company. B2B e-commerce strategies only have a chance of succeeding if they are developed in the context of existing distribution channels.

### Which Aspects Must a Successful B2B E-Commerce Strategy Include?

- The company goals must be defined.
- What do you not want to do? Deciding in this direction also provides guidance and support for decisions when it comes to the implementation of individual measures.
- Which KPIs should be used to measure success?

## Three Concrete Dos and Don'ts

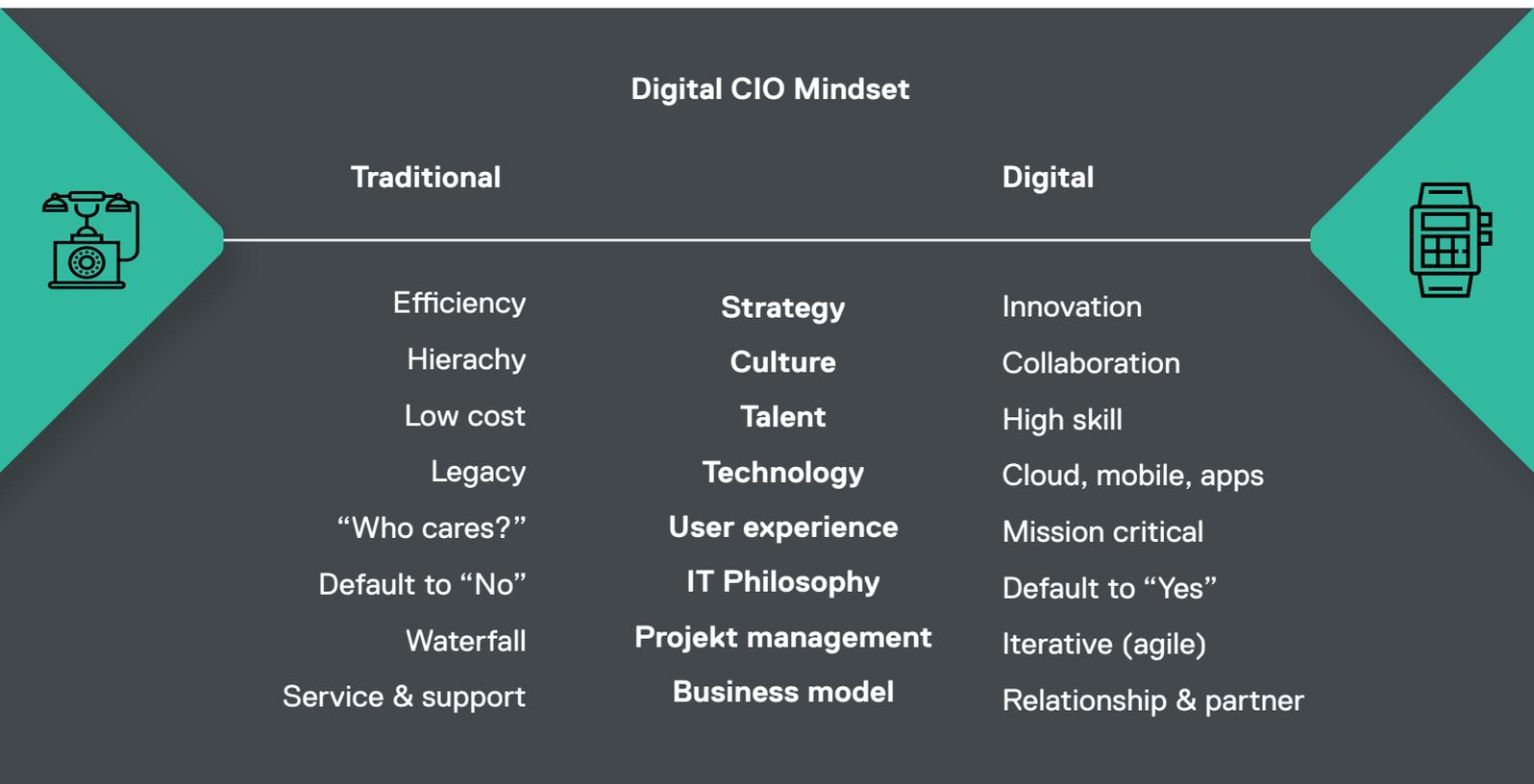
There are as many mistakes repeatedly made in structure, project planning and organization as there are different B2B business models. Every B2B digitization is certainly individual - but there are mistakes that no B2B company can afford to make today on their way to digital transformation.

### Mistake # 1: Treating IT as a Cost Center

#### Solution: New corporate values with a digital core

IT is more than a cost center. In B2B as well, digitally oriented companies need to rethink corporate structures in a completely new way, with a technical core, i.e. a CIO, as a technical lead. The growth and development of a retailer or manufacturer on the market can be ensured only under appropriate management. But keep in mind: A new CIO position without clearly defined goals and areas is like a toothless tiger.

#### What values need to be redefined in the digital mindset?



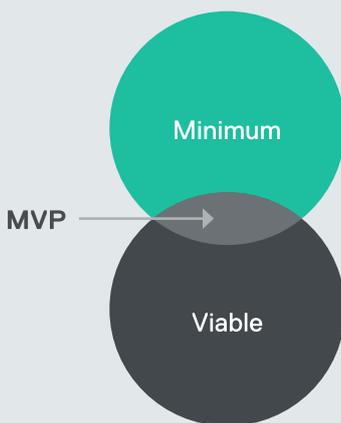
It is beyond question that the total transformation of the corporate structure is radical. But to successfully trade in a digital environment, it is not enough to adjust management's mindset. The company has to be redesigned from the inside out. It does not need to be placed under technical management, but it needs a technical core that guides processes from within.

## Mistake # 2: Defining Each Step Individually Before Starting the Project

### Solution: MVP instead of RfP

One issue that often hinders digitization projects from rapid implementation is RfPs: “Request for Proposals”: In the software selection process, this refers to an often huge Excel document with binding information about requirements, specifications and other attributes that are defined before planning a project. Every aspect is refined down to the minutiae, and requirements are defined to the last detail before entering the market. The intention: Everything should be perfect for the go live.

If the RfP document, which takes weeks or even months to complete, is coordinated with every stakeholder before the launch, tendered and only then rolled out, it takes an average of 18 to 24 months. This is too long for the digital world—especially in B2B business, where there are more stakeholders than in the B2C segment. The B2B market and its players are evolving so fast that the features and requirements from the planning phase will have long since become obsolete by the time it gets to the go live.



### MVP: Minimum Viable Product

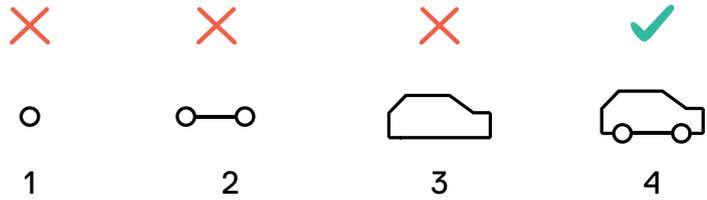
The “Minimum Viable Product” is the preliminary but functional version of a product. With the help of the MVP, user feedback is collected, and demand and fitness are tested before either investing in the product’s expansion - or shelving it on the basis of data and focusing on new, more lucrative ideas. In B2B, for example, this could be digital products and services such as marketplaces, specific functions for wholesalers, or mobile apps (see the example case of the pharma enterprise Wacker on page 12).

The MVP process differs greatly from classic product development according to the RfP principle. The classic approach is based on market analyzes, incubation phases, long planning and requirement definitions. The primary goal with an MVP is a shorter time-to-market.

## This is how to launch projects: MVP instead of RfP!

### How not to build Minimum Viable Product...

- Ties up too many resources
- Turnover only after level 4



### How an optimal MVP process works ...

- Low resource consumption simplifies test phases
- Ability to provide user feedback after level 1
- Revenue by level 1



## Important: 3 crucial questions need to be answered before rolling out a process

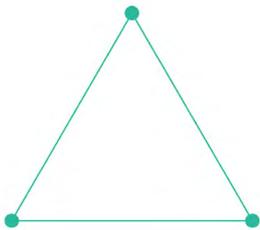
- **Whom am I trying to convince?** The target group for the project has to be defined clearly - in the B2B environment in particular, a lot of digital initiatives are focused on internal stakeholders. The aim is for the project to prove to management or investors, for example, that digital sales works. But customers and the market have different needs than internal stakeholders. You can target your project precisely only if you keep your eye on the target group.
- **What do I want to prove?** Do I want to prove sales? Do I want to make my customers happier? Do I want my shop to grow? Different questions require different approaches.
- **Which KPIs can be used to measure the project's success?** Define the metrics you will use to prove the success of an MVP project after it is completed.

You can think of the MVP process as a cycle consisting of 4 steps: **Develop, test, learn, optimize**. This approach increases the likelihood that the product will go in the right direction. If the test phases indicate that this isn't the case, there is still a chance to correct the course. Reduce costs and risk by testing and validating multiple small instances or discarding them.

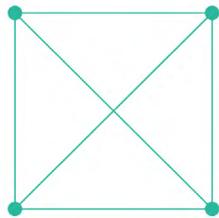
## Mistake #3: Teams That are too Big

### Solution: Quantity vs. quality

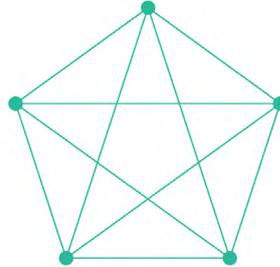
A lot of companies run into problems when it comes to communication. But why? The answer is simple: the more project managers and the more complicated the team structure, the more difficult communication becomes.



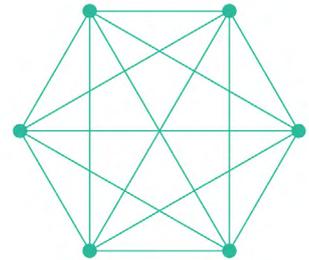
3 parties, 3 lines



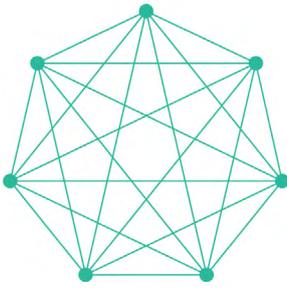
4 parties, 6 lines



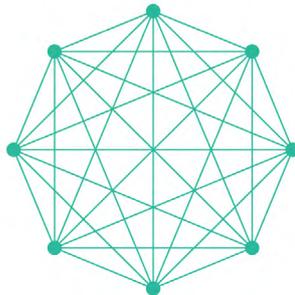
5 parties, 10 lines



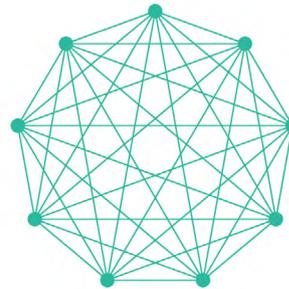
6 parties, 15 lines



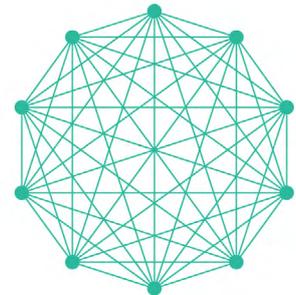
7 parties, 21 lines



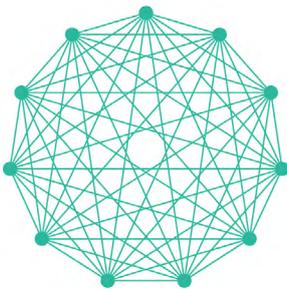
8 parties, 28 lines



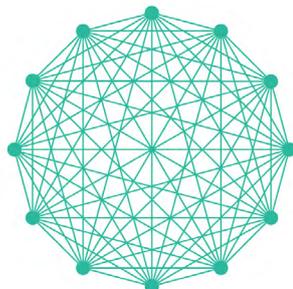
9 parties, 36 lines



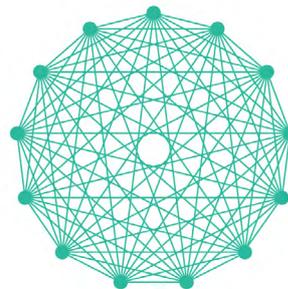
10 parties, 45 lines



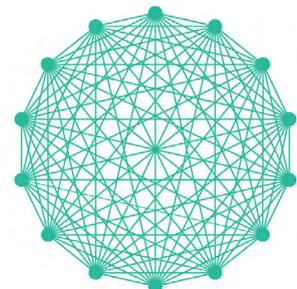
11 parties, 55 lines



12 parties, 66 lines



13 parties, 78 lines



14 parties, 91 lines

This organizational chart illustrates the difference very well: A small team of three members, such as a project leader, a technical officer, and a marketing person, has three lines of communication with each other to coordinate.



If just one other person is added to the team, the number of lines of communication that must be managed increases exponentially to six channels. The chart shows how crucial team building is for smooth and streamlined communication.

In cases where too many people are involved in the decision, you lose business value. There is a danger that at the end of the communication chain nothing will remain of the original idea, and only the lowest common denominator will be sought - which usually has no business value anymore.

Do not make the mistake of tying yourself to a big weight from the beginning when forming teams: Just bring as many people into the team as you really need. Several smaller teams are more efficient than one big one.



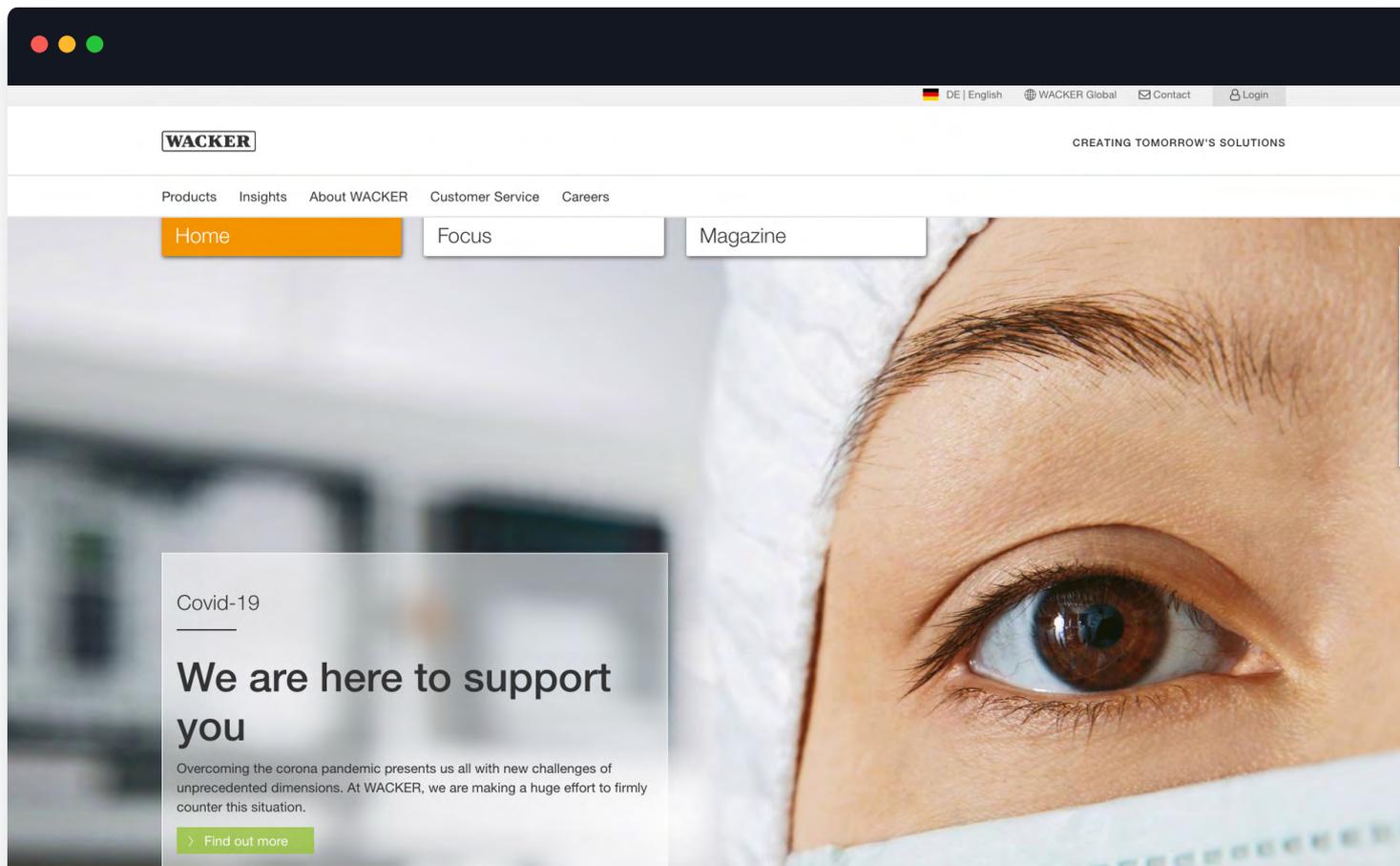
## Chapter 04

# Case Studies: Digital Pioneers in E-Commerce

Different industries with different requirements. As an example, we have compiled a selection of best practice cases that could not be more different but have two major similarities: For a variety of reasons, they switched from monolithic shop systems to flexible software and use digitization as a competitive advantage.

## Wacker

### Data-driven Mindset in the Wholesale Chemical Industry



## Wacker by the Numbers

**23 production locations**

on 3 continents, active in 32 countries

**14,500**

employees

**4.98 billion Euro**

in sales

Wacker was founded in 1903 as a family business. The development of the group was initially determined by social and economic factors. The focus early in business decisions was on driving innovation and the sustainability of production - whether it was in the first industrial production of acetone for the cosmetics industry, the establishment of PVC as a base material, or the production of polymers for concrete with less cement content (and therefore less CO2 emissions). Today Wacker is one of the World leaders in the production of silicones, textiles and cosmetics.

Unlike many manufacturers, Wacker does not just produce chemical components right at the beginning of the B2B value chain. They have another special feature: In contrast to the majority of B2B manufacturers, Wacker operates in more than one market segment, supplying a wide variety of industries - in addition to the sectors mentioned above, automotive, pharmaceutical, electronics and solar energy providers are also customers of Wacker products.

## Clear Focus on Digital Transformation

### The Initial Situation

Digitization has long been a topic for Wacker - but in the past, it has not been carried out under a single umbrella, but through many different individual initiatives. This has hampered a structured approach with a common direction. That is why they rolled out a digital strategy in 2017. Since then, Wacker has been pushing digitization and creating a framework for existing and new digital projects in the company. The goal is to optimize the entire value chain through digitization - from logistics and research through production to the customer touchpoint.

### The Basis for a Successful Transformation: Data Management

The potential of digitized data ranges from increased efficiency in production through intelligent sensor technology to virtual simulations in research and product development to new digital business models.

Even before the data-based processes could be digitized, the existing, analogue data had to be transferred to a digital form so that the information gained could be used efficiently.

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*Data is the new water - it has a vital role for the company, and contamination can have dramatic consequences.”*

- Dirk Ramhorst, CIO / Chief Digital Officer

The data potential extends from efficiency in production through intelligent sensor technology, virtual simulations in research and product development, to new digital business models. Digitizing documents, such as manually maintained laboratory journals on paper, was step 0 in Wacker's transformation process. The major difficulty was to ensure data comparability. How was standardization achieved?

### **Step 1: Development of a systematic approach to the data**

- What kind of data was collected?
- Are the data records correct and complete?
- At what point is data missing and why is that?

**Aim:** Work up the data records as accurately as possible to determine missing items based on existing data

### **Step 2: Step 2: Recognition of data patterns**

- Are there any events that affect data collection?
- Are there connections between different data records?
- Where are abnormalities?

**Aim:** Synchronization of timestamps with data records

**Example:** A production facility provides data with noticeable outliers that are hard to interpret because system data from multiple sources is included. The relationships between events and data must be evaluated and synchronized here.

Only when patterns are detected can data help companies be more proactive. For example, with device maintenance.

Developing these metrics may be like looking for “a needle in a haystack.” To ensure high data quality, Wacker has an Analytics Services team that handles cross-system data analysis - including evaluation and processing of data as well as the search for the smallest abnormalities or similarities. Conclusions can be drawn from the data only when there is an overall metric.

### **Customer Data Presents an Opportunity for all Stakeholders**

The second type of data that matters to Wacker is customer data. You might think that customer behavior is better documented and that information about order periods or customer attributes is easier to merge than machine and production data. But there is one major shortcoming here: the frequent reluctance of customers to divulge information.

In addition to legal requirements, such as the GDPR in Germany, the customer’s emotional relationship to their data makes it difficult to collect and use. But this data is essential for Wacker as the manufacturer and first step in the value chain - above all, in order to create real added value for the customer and to facilitate future purchasing processes significantly through greater convenience and customer-centricity.

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*Many retailers are afraid of their data. But this is what they don't see: The more they know about customer needs at the beginning of production, the better the product can be optimized. And that brings benefits for both sides. Consumers should not see disclosing information as a risk but as an opportunity.”*

- Dirk Ramhorst, CIO / Chief Digital Officer

### Transformation is a Process, not a Goal

Data management and the information gained from it form the basis for the digitization of the production processes that build on these pillars.

Customer Journey	Process Optimization	Internal Lineup
<p>The focus in B2B also needs to be on the customer experience. A unique customer experience with digital touchpoints and new business models is the basis for sustainable innovation in industry as well.</p>	<p>The digitization of production, logistics, research and development are areas in which processes can be optimized for the entire value chain through digitization.</p>	<p>Successful digitization requires the right internal foundations: from a functioning and future-oriented IT infrastructure to the design of digital collaboration and employee development.</p>
<p><b>Aim:</b> Increasing customer satisfaction</p>	<p><b>Aim:</b> Energy consumption and security through automation</p>	<p><b>Aim:</b> Higher productivity</p>
<p>→ The loyalty of B2B customers is promoted</p>	<p>→ Higher quality standards are achieved more efficiently</p>	<p>→ Faster time-to-market</p>



## **From a Family Business to an International Market Leader**

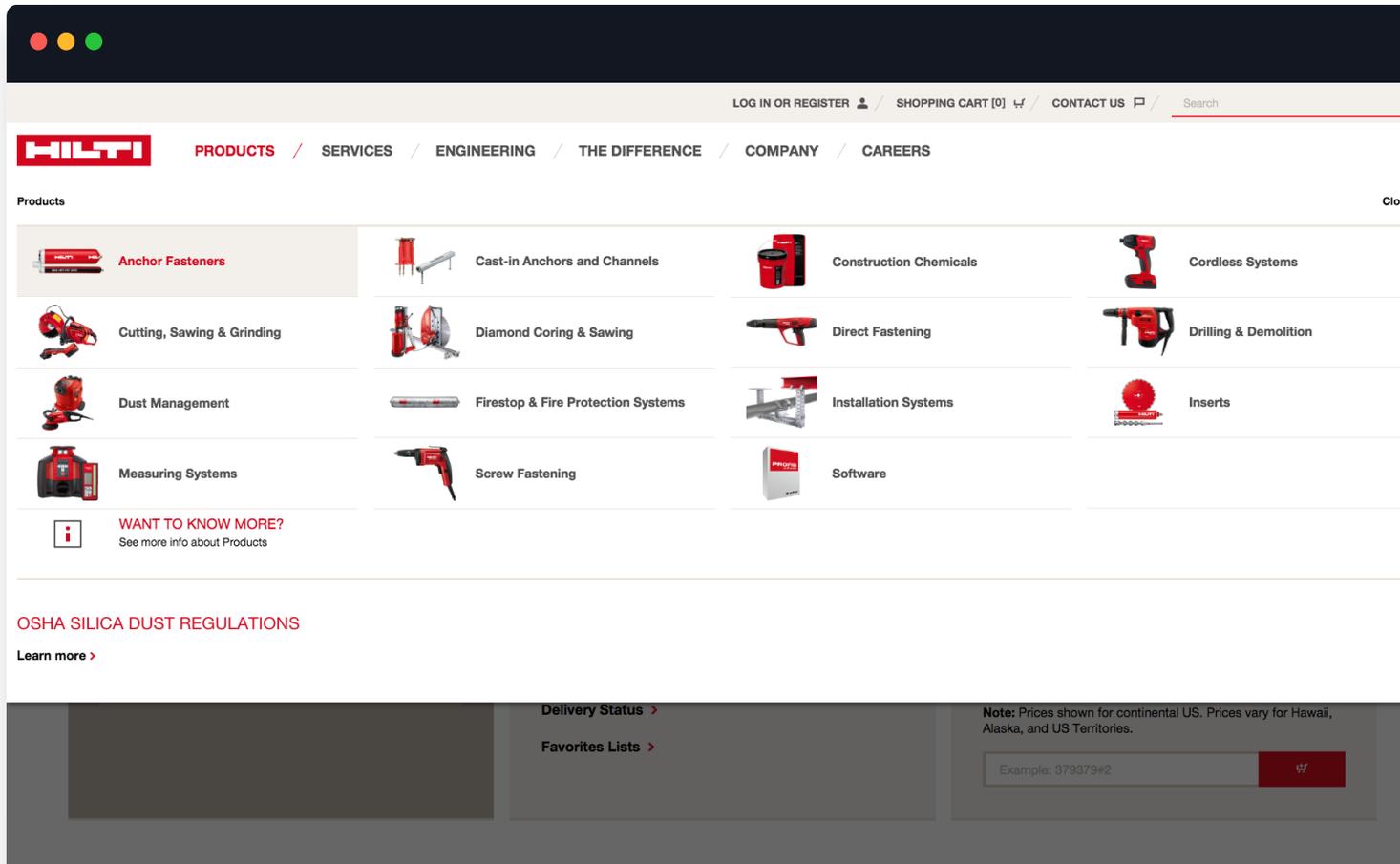
Wacker is a hybrid of a traditional family business and a tech group with a clear focus on innovation through data and sustainability. It is a unique best practice example of how the entire value chain in production and distribution can be made more efficient and productive through the right mindset and decision making based on data management. This enabled the former electrochemical company from 1914 to establish itself as an international market leader in the chemicals segment and as a supplier to the most lucrative industries of the 21st century, posting sales of around five billion euros in the last fiscal year.

### **The Learning**

Decision making based on data management makes processes more efficient and productive. This enabled the former electrochemical company from 1903 to establish itself as an international market leader in the chemical segment and as a supplier for the most lucrative industries of the 21st century. In the last fiscal year, Wacker posted sales of around five billion euros.



## Multi-Billion Euro Enterprise Expands Internationally with an MVP



## HILTI by the Numbers

**5 billion Euros**  
annual revenue

**75**  
International online shops

**250,000**  
Customer interactions per day

The multi-billion Euro Hilti Group develops, produces and sells products for the construction industry. The product and service range is mainly for professionals and is therefore aimed at the B2B market. Hilti is already active in 139 countries all around the globe and decided to use Spryker for a fast and cost-effective solution for an MVP expansion into Africa.

## **Innovation as Corporate Value**

Hilti's philosophy took the business to an innovation-first approach that already started in 1957 when they sold the world's first powder-actuated tool. Until today, Hilti spends about 6 percent of their annual turnover for research and development to maintain this position as an innovative market leader. Already in 1999 Hilti extended its offer in the direction of online trading and is thus one of the "early adopters" of e-commerce. Consistent customer orientation, innovation, moving fast, and constant internationalization are the keys to Hilti's success.

## **Market Requirements as a Challenge for Customer Focus**

As a premium partner for construction professionals, it is important for Hilti to create outstanding customer experiences. That is why customer centricity always plays an important role in their strategy. But customer expectations and needs differ significantly between countries, making it inevitable for Hilti to adapt their product range and services offered to the respective market requirements. This also accounts for the online shops, which Hilti adapts to country-specific requirements just as their offline offers.

## **Launching Multiple Stores with an MVP**

Hilti used the Spryker Commerce OS to be able to launch 8 new online shops in various countries as an MVP with a short time-to-market. In order to realize the fastest possible go-live, Hilti did the launch without a backend integration into their ERP. With the multi-store function, Hilti set up individual shops per country, each offering different products, prices or languages, or serving a specific customer group. As all shops are run on one instance, they can be set up, managed, and individualized conveniently.

## **Content and Filters for a Convincing Customer Experience**

Hilti also integrated Spryker's CMS feature in their shop to customize all online shops and make the shopping experience unique and attractive for every customer. Especially in the B2B sector, where purchasing decisions are often made on the basis of complex factors such as service, quality, price and support, the best possible presentation of products and services is a decisive factor. In this regard, content is the ideal lever to generate interest in a pleasant and targeted way.

Apart from exciting content, Hilti relies on intuitive search functions to optimize the customer journey. This is achieved above all by the large selection of filter options, which guide the user smoothly in his search for the right product. These filter options can build upon each other and are meant to be as intuitive as possible. For example, users could first select a product group and later narrow the choices down by choosing from detailed information on product features.

## The Learning

Internationalization means adapting to new markets. Given Hilti's high standards for customer focus, this can be a real challenge. But Hilti succeeded by launching several online shops with Spryker that could easily be rolled out and individualized to specific market requirements of the respective countries. Following the MVP approach is key to realize a fast time-to-market and can be very helpful when entering new markets as it keeps the business flexible by gathering data as early as possible and adapting the product accordingly.

## Toyota

### A Corona Viable Product to Help Car Dealers Launched in Three Weeks

The screenshot shows the Toyota website's car search interface. At the top, there's a navigation bar with the Toyota logo and links for 'Toyota Startseite', 'Verfügbare Neuwagen', and 'Lokale Angebote Ihres Händlers'. Below this is a breadcrumb trail: 'Modell' > 'Ausstattung' > 'Motor' > 'Ergebnisse'. The main heading reads '33 sofort verfügbare Neuwagen'. To the right, there's a sorting dropdown set to 'Nach Relevanz sortieren'. A filter bar contains 'Camry', 'Automatik', 'Einparkhilfe Hinten', and 'Klimaautomatik', along with an 'Alle Filter Zurücksetzen' button. On the left, a sidebar lists filter categories: 'Modell', 'Modelltyp', 'Farbe', 'Felgen', 'Konnektivität', 'Assistenzsysteme', and 'Polster'. The main content area displays two car listings. The first is a silver 'Camry' with a 'MOTOR COMPANY' badge and contact information: 'Fahrzeugstandort: 13403 Berlin-Reinickendorf, Ollenhauerstr. 9-13'. The second is a dark 'Camry Business Edition 218PS Hybride'.

## Toyota by the Numbers

**2 billion Euros**

annual revenue

**3 weeks**

to launch online shops

**4,000**

product variants

Toyota's car dealers were hit hard by Covid-19 lockdown. In Order to support them, Toyota wanted to create a B2B2C online catalog for dealers to showcase their products online while their dealerships were closed. An offering to the dealers to connect and interact with end customers that had to be realized in a record-low time-to-market.

## **Reacting to Market Changes in No Time**

Toyota Deutschland GmbH reached out to Spryker to build an online platform to help Toyota dealers remain connected to their local customers during a time when social distancing has become the new standard. With local dealerships representing such an important connection to potential customers, Toyota needed to create an easy-to-use online platform to empower their local showrooms across Germany to interact with customers safely and effectively. The pandemic turned the market upside down and Toyota understood that they had to take action as fast as possible.

## **Flexible Innovation on the fly through MVP**

Challenge accepted! It was Toyota's explicit goal to create and optimize customer journeys on the fly. This urge for flexibility and innovation matches their "Kaizen philosophy", which is a core value of Toyota and can roughly be translated as constant, continuous improvement. The MVP approach was the perfect match for these demands as it offers the chance to launch quickly and adapt the product on the fly. But still, the aimed at time-to-market of two to three weeks was very low by all standards. Yet it was important for Toyota to fight their competition and the effects of the pandemic with innovation, speed, and passion.

## **Connecting Dealers and Buyers with a great Customer Experience**

Toyota pivoted quickly and launched a brand-new platform from scratch within three weeks. But they have not foregone a high degree of customer focus either. With the Spryker Cloud Commerce OS, they delivered a simple but effective solution that enables customers to happily browse Toyota cars online. The entire process from product selection to dealer selection takes only 5 clicks and makes it easier than ever to get in touch with suitable dealers. And at the same time, Toyota managed to cater to over 200 dealers online all across Germany. They were the main target group of this solution as they would not have the technical knowledge or the capabilities to implement a solution at the highest standards on this scale. So for them as well, the platform was designed to be easy to use and onboard.

## **The Learning**

With passion for customers and the unconditional will to innovate, Toyota managed to launch their Corona Viable Product within three weeks. This record-breaking time-to-market was possible because of the modular and headless architecture of the Spryker Cloud Commerce OS. The sky is the limit in terms of speed, when you really commit to the MVP approach and know which aspects to focus on. Now, Toyota has built a solid foundation that can already be used by dealers and customers, and that is easy to improve with many exciting features to come.



## Chapter 05

# Conclusion

The implementation of the strategy outlined in Chapter 03 is elemental, ultimately adding value to the market, retailers, platforms and customers. On the one hand, the most important goals and KPIs must be defined, and on the other hand the entire company has to be put into a digital mindset, and processes have to be optimized.

When setting up the digital strategy, the specific roles in the implementation are defined and responsibilities and specific tasks are defined. In many companies, this means improving communication and cooperation internally and redefining responsibilities. It should not be forgotten here that this needs to happen on the basis of the strategy, not the other way around.

The composition of the teams, the necessary flexibility and a strong customer focus are ultimately the decisive factors - this is the only way individual measures can be brought live in a short development period. The best-practice cases we have presented here also make it clear that only companies that rely on flexible commerce software that can be further developed and adapted to new customer needs have a chance of being successful tomorrow - regardless of the industry in which they operate.

**Wacker** optimized customer centricity based on clean data management. This made processes much more lean, efficient and productive.

**Hilti** continued their internationalization and launched several online shops in Africa. They selected Spryker for the efficient multi-store features and rolled out all new shops as an MVP to adapt to market requirements quickly and achieve the best possible customer experience.

And we learned from **Toyota** that even a whole new platform can be launched within three weeks with an MVP done right. Their Corona Viable Product for the “Toyota Helps Sellers” initiative was built with Spryker and rooted in the demand to create an effective B2B2C solution to assist Toyota dealers during Covid-19.

# The Most Important Findings at a Glance

How B2B retailers and manufacturers should go about transforming today rather than tomorrow:

## Step 1

Choose the right technology for your business model together with experts



## Step 2

Set up a digital strategy



## Step 3

Define goals and KPIs



## Step 4

Roll out the project as lean as possible and gather user feedback



## Step 5

Constantly optimize the platform to meet new customer needs



## About Spryker

Spryker enables companies to create winning commerce experiences. It is the most modern platform-as-a-service solution with over 900 API-based modules, enterprise-ready and loved by developers worldwide. Grow revenue with a system that allows you to increase your operational efficiency and lower your total cost of ownership. Spryker has empowered 150+ companies to manage transactions in over 200 countries worldwide and is trusted by brands such as Toyota, Hilti, and Prym.

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**Do you want to learn more about B2B e-commerce best practices and innovative digital solutions?**

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