

ENTERPRISE ECOMMERCE PLATFORM

B2B eCommerce

Everything a complex B2B business needs out-of-the-box to grow your online business.

B2B organization challenges



Complex Buying Across Multiple Journeys

With multiple buyers, approvers and steps in a buying process all requiring alerting, routing and approvals; many B2B organizations struggle to aggregate and provide one seamless and highly personalized customer buying experience.



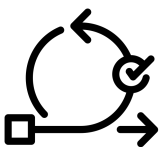
Channel Growth Barriers

Not having the right technology in place to enable expanding your digital channels to a new region or customer base can hinder the growth of your digital business. Find new sources of growth via new channels, equaling new revenue streams.



Variable Customer-specific Pricing

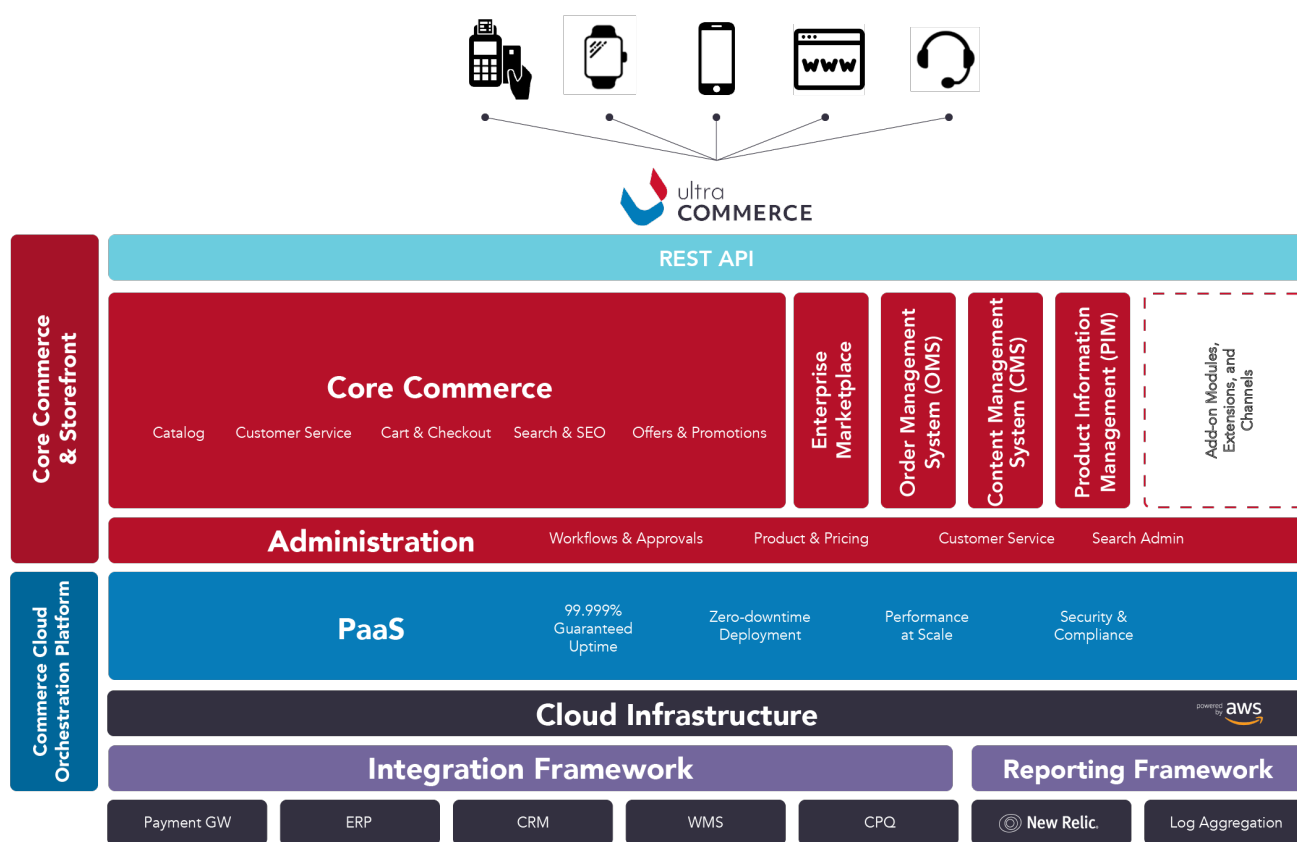
Off-contract purchasing and customer specific discounts are difficult to impossible without the right software in place. Turning an RFQ from quote to order is not a simple or easy process, nor is managing the lifecycle from quote to final fulfillment.



Multiple Brands, Enterprises & Product Lines

Many B2B organizations have multiple businesses and product lines to account for. The digital journey suddenly requires a robust system that can account for the innate complexities that come with a larger network of business.

Full digital commerce platform with the Ultra Commerce PIM



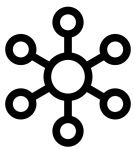
About the Ultra Commerce Platform

Built to handle enterprise complexity and scale, our digital commerce platform is feature rich with unique built-in capabilities required for enterprise B2B, B2C & Marketplace commerce. Plus, a framework enabling unique customizations.

To learn more read the [Ultra Commerce Datasheet](#)

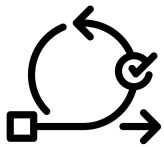
Key benefits of Ultra Commerce B2B Platform

Give your customers delightful experiences and grow your business with the Ultra Commerce digital commerce platform.



All-in-one platform

Everything you need to launch your digital solution in one platform. B2B, DTC, Marketplace, OMS, CMS, PIM, and more out of the box. No add-on fees or licensees for rich capabilities.



Faster Time to Value

By taking advantage of an all-in-one platform, you can launch your solution in 6 weeks and start to see your return on investment immediately.



Fulfill Delivery Promises

With full global inventory visibility you can make delivery promises with confidence. Ensure your customers receive their orders on time, in full and are communicated with every step of the way.



Future-Proof & Grow

After getting transactional, have a platform that can scale your business and already enables global growth in size and complexity. Plus, create new revenue streams.



Pay as you Grow

As you grow, Ultra Commerce grows with you. Pay per page views, not per products, SKUs, modules or complexities. Never compromise enterprise grade features and capabilities for price.

Enterprise Modules built specifically for B2B to get you up and running quickly.

Ultra Commerce comes with a suite of robust modules requiring no add-on license or fee – everything you need in one platform.

Order Management (OMS)

We enable complex order processes involving multiple facilities, multiple sub assemblies and multiple parties including multiple manufacturing processes. See Page 7 for comprehensive breakdown.

Enterprise Marketplace

Create a new revenue stream and expand the assortment of products provided to your customers. Bring together multiple sellers and brands under one roof, giving your buyers exemplary experiences.

Product Information Management (PIM)

Our platform is built to handle even the most complex product hierarchies of your B2B organization. De-risked migration with product, bundling, expansive attribution and media import/export capabilities.

Content Management (CMS)

Quickly get to value with our included CMS, which is intuitive, responsive, fast-performing and high-converting. Deploy a modern and robust digital customer experience out of the box.

All of these enterprise modules are included out of the box. Use any or all of them, or leverage solutions you already have in house.

Core Commerce to get you transacting online quickly

All the functionality you need out of the box to get your customers ordering online. Whether it's repeat orders or build to order requirements, you can do it all with Ultra Commerce.

Multi-templated Storefront

Responsive, intuitive and high-converting interface designed to delight your customers throughout the buying process. Built to provide for B2B and/or DTC & Marketplace customers in one platform.

Cart & Checkout

Upload purchase orders, repeat orders, build their order, or simply add items to the cart with an intuitive experience based off the model perfected by the leading B2C brands.

Search & SEO

Accurate and effective internal search capabilities for an excellent customer experience. Improve your site's rankings with our platform's optimized features and content.

Contract Pricing & Discounted Tiers

Personalization features to create contract pricing and discounted tiers for your customers: engendering their loyalty and repeat business. Even if your contract pricing is handled by another system, we can fully integrate to manage the most complex of price structures.

Customer Service

Allows CSRs to manage all aspects of supporting and servicing customer orders, including assisting with guided selling processes and buying on customers' behalf.

Platform Foundation to set you up for success

Building your house on the right foundation is critical and cannot be overlooked. With Ultra Commerce, you are ensured a secure, stable, and scalable platform.

Security and Compliance

Grow your business while reducing risk and improving security, privacy and reliability for your customers.

Performance at Scale

We service everyone from medium to large multinational enterprises and provide the same reliable, secure platform no matter the size of company or breadth of customer base. You can scale your global user base with us.

Global Support and Technical Resources

Our dedicated global services and operations team is working 24/7/365 so you never have to worry.

Guarantee You're Always Online

Give your customers access to your site at any time of the day. Our disruptive, industry-leading 99.999% system uptime guarantee ensures your site is running seamlessly during your busiest times.



BUILT-IN MODULE:

Order Management System

Complex Order Orchestration

Distributed order management at the line item (or split line) level. Automated processes throughout order fulfillment and delivery, providing accuracy and transparency across your digital supply chain over multiple distribution points.

Global Inventory Visibility

Real-time visibility of inventory (and manufacturing capacity for build to order products) from all changes, available to all points of purchase to make real-time ATP and ATC part of the customer buying journey.

Split Order Fulfilment

Ability to allocate and split orders across multiple suppliers in different locations to ensure the end product is delivered to your customer on time, in full and as promised.

Communication and Transparency

Providing an excellent customer experience with status updates communicated to the customer every step of the way from point of purchase to delivered product.

Pricing and Quoting

Manage pricing at all levels, including catalog, category, product, customer or custom. Build your own customer segments to meet your specific business requirements. Included as a comprehensive quoting capability to allow customers to request special pricing on an order or quote.

Modern Architecture to rapidly innovate

Our modern architecture supports front end experience with back end commerce functionality for a best of breed headless solution. Avoid vendor lock-in while keeping costs down.

API-First Architecture

Our platform adapts to your specific business processes and requirements. Easy integration to your existing CRM, ERPs, payment GW, WMS and MDM applications.

Prebuilt Integrations

Our platform has prebuilt integrations for common requirements ready to launch to serve all your channels (e.g. tax, location services, shipping and credit worthiness).

Regular and Frictionless Updates

Ability to deploy high-speed updates to your online site and store without impacting your back end systems. Make changes to your front end at the same speed as consumer technology development.

Support Now and in the Future

Capacity to support new technologies as they develop, meaning internal marketers can stay current and keep your brand on the forefront of the customer experience.

Omni Channel Excellence

Extensible, API driven platform to provide unified, consistent customer experience across all your channels: Web, mobile, call centers, POS systems, kiosks, IoT and wearables, etc.

Feature & Capabilities of our enterprise eCommerce Platform

	30 day trial	Standard	Premium
BUSINESS MODEL			
B2B		✓	✓
B2C		✓	✓
B2B & B2C	✓		✓
COMMERCE			
Cart & checkout	✓	✓	✓
Customer service	✓	✓	✓
Import/export	✓	✓	✓
Internationalization		✓	✓
Offers & promotions	✓	✓	✓
Payment		✓	✓
Search	✓	✓	✓
Templates & themes	✓	✓	✓
Workflows & approvals	✓	✓	✓
Marketplace	✓		✓
Content management (CMS)	✓	✓	✓
Order management (OMS)	✓	✓	✓
Product inventory management (PIM)	✓	✓	✓
Shipping		✓	✓
Subscriptions		✓	✓
Tax		✓	✓
DEPLOYMENT MODELS			
API/headless	✓	✓	✓
Multi-channel/storefront	✓	✓	✓
Multi-catalog	✓		✓
PLATFORM			
Availability SLA		99.99%	99.999%
Application performance monitoring	✓	✓	✓
Client-side / browser monitoring		+	+
Content delivery network		+	+
In-memory key value database		+	+
Log aggregation		✓	✓
Developer tools		✓	✓
Active disaster recovery	✓		
Zero downtime deployments		✓	✓
Predictive auto-scaling	✓	✓	✓
PCI-DSS level 1 service provider*	✓	✓	✓
24x7 support	✓	✓	✓

✓ Available

+ Available as an add-on

About Ultra Commerce

Ultra Commerce is an enterprise eCommerce platform for B2B, B2C and Marketplaces. Its fully integrated platform features built-in OMS, CMS and PIM, providing a seamless end to end customer experience to help organizations grow their online business. The Ultra Commerce solution is enterprise scale, suited for the complexities of the modern digital business. With teams worldwide, Ultra Commerce offers more than just a platform but a partner for their customers as they grow.

REQUEST DEMO



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