

B2B Commerce Acceleration Program

Accelerate your modern B2B commerce purchase journey

The Challenge Manufacturers that are using legacy commerce platforms are finding it difficult to keep up with today's rising customer expectations. Many are struggling with the inability to release new commerce features to production quickly; differentiate their customer experience; implement modern tools like live order tracking; and access data on their end-customer across touch points.

There are **two traditional paths** customers take when it comes to building out their commerce capabilities:

1. **Fully custom solutions:** these are time and resource intensive, and difficult to pull off
2. **Suites and fully managed services:** have numerous challenges including:
 - Technology is outdated, rigid, inflexible
 - Large upfront implementation costs
 - Slow to realize ROI
 - Constraints on licensing models (i.e. large hosting costs; revenue share models)
 - Disparate technology stacks make it difficult to service different channels, i.e. B2B, B2C, DTC

With the B2B Commerce Acceleration Program, organizations will benefit from:



A commerce environment on GCP



Enterprise best-of-breed modern commerce architecture (microservices-based, API-first, cloud-native)



Professional services combining commerce leadership, a proven delivery playbook and deep cloud modernization capabilities

Our jumpstart offerings

Migration Blueprint Workshop

K+C mission team members collaborate with client SMEs and delivery team members to setup the cloud foundation and migrate the first workload to GCP.

Time Line: 2 Weeks

Team Model

- Digital commerce strategist, GCP architect, commercetools engineer, delivery lead, and other SMEs as required

Phases

- Analyze the current legacy application to split the application based on functional transactions by accounting for code complexity.
- Visualize the legacy components and new digital application in a single view to scope both the code bases
- Identify the strangler facade and find whether there are any single points of failure proactively
- Perform analysis for proactive security threat determinations in your new architecture.
- DevOps team

Outcomes

- Action plan to incrementally transform a commerce application into microservices
- Microservice prioritization based on business, user value, and complexity
- Budgetary estimate for full scope implementation
- trained in GCP cloud migration

Commercetools on GCP POC

Use cases: For many manufacturing companies, simply accessing a commerce endpoint can be time intensive and cumbersome. We will start with a single use case to demonstrate the benefits of modern tooling. Use cases to pick from:

- Order Status
- Product Data Page (PDP)
- My Account

Time Line: 4-6 Weeks

Team Model

- Commerce strategist, commercetools engineer, delivery lead, and other SMEs as required (i.e. GCP Architect)

Phases

- **Discovery:** Understand current state architecture & eCommerce KPIs; select use case and develop success criteria & execution plan
- **Development:** Stand up full-stack commerce landing zone on GCP; develop microservice commerce endpoint leveraging commercetools API and integrating with a system of record
- **Demo & Roadmap:** Demo of functional integrations and present future roadmap

Outcomes

- Full-stack commerce landing zone on GCP
- Working POC that demonstrates art of the possible
- Vision and now/near/next roadmap for the future of B2B commerce platform

Get in touch



Kami Kris
VP of eCommerce
kami.kris@kinandcarta.com

Who we are

Kin + Carta is a global digital transformation business and premier Google Cloud consulting partner. We make the journey to becoming a digital business tangible, sustainable, and profitable.

