HCLSoftware

HCL Commerce Cloud

The Transaction Platform that Helps You Sell More

Unleash the power of an integrated and composable B2B solution, offering the richest set of capabilities for your business. Seamlessly add new technologies, channels, and partners with unparalleled agility.

HCL Commerce Cloud

The leading edge for successful B2B sales growth is digital. Tap into a market that is on the rise!

The way you sell is changing rapidly. The accelerated transformation of B2B e-commerce has made it crucial for companies to adopt digital strategies to stay competitive in today's market.

In a recent whitepaper, McKinsey notes that "B2B companies that fail to embrace digital transformation risk falling behind their competitors[1]."

Going forward, digital is your most important sales channel, generating more than 40% of your total company revenue.

90%
of B2B buyers would switch to a competitor if a supplier's digital channel couldn't keep up with their needs[2]

78%
of B2B buyers prefer to buy from a website, with 50% stating that they purchase from a supplier's website more frequently than they did two years ago[3]

94%
of B2B buyers conduct online research before making a purchase[4]

66%
of corporate customers intentionally reach for digital or remote in-person engagement when given a choice[5] .

> " Global B2B e-commerce sales are expected to reach $20.9 trillion by 2027, accounting for 15% of all B2B sales, up from 9% in 2018."
>
> - Forrester Research

> " We wanted to create that B2C feel in the B2B space. We made 3 major launches in 12 months thanks to the HCL Starter Stores that helped us get to market quickly."
>
> B2B Wholesale distributor with 11 distribution centers

> " We release dozens of new microservices every two weeks"
>
> Emerson Electric

Emerging trends to consider

E-commerce is an ever-evolving field, so pair up with a vendor who is two steps ahead of current trends with their solution.

Consider how your next e-commerce solution provider takes these B2B trends into consideration:

New B2B sales channels are added at high velocity

From a great mobile experience today to wearables and immersive technologies tomorrow, B2B buyer preferences are rapidly evolving. Engage your customers in the channel of their choice, when they are ready to buy, and ensure your omnichannel approach is seamless and delivers best-in-class digital experience across all touchpoints. The sales funnel approach is no longer a one-way road down the funnel, and the number of channels that your prospect engages in before they buy is 10+ and rising.

You need a solution that can cater to all these channels and touchpoints and make the journey seamless for the buyer. One HCL Customer selling B2B2C was able to increase digital sales by 88% by removing friction from the buying process across channels, increasing their conversion rate to 8.5%.

B2B buyers expect a B2C online shopping experience

Personalization is the key to developing stronger, stickier relationships with B2B buyers. Only 28% of e-commerce leaders say their current commerce solution is effective at B2B personalization[6]. As the e-commerce space becomes more crowded and competition rises, this is where your focus should be.

Our advice: Start today and beat the competition.

Use advanced personalization techniques based on business rules, buyer behavior, and contract parameters to offer B2B buyers easier self-service, relevant content and promotions, and convenient payment.

Reach out to us to request our whitepaper on personalization.

Today's marketplace technology: A fast e-commerce track to competitive edge

B2B e-commerce is more competitive than ever, and many companies are turning to marketplace strategies to gain a competitive edge[7]. Marketplaces offer B2B companies an opportunity to both expand their product assortment and their reach with very little business risk.

Companies combining e-commerce site and marketplace functions in one unified solution see a reduction in cost savings that extend beyond licensing and infrastructure to include IT resources costs - and time to market, and this results in more effective business users who only have to learn one user interface. HCL Commerce Cloud has marketplace capabilities out-of-the-box.

Tomorrow, the game will have changed!

Next up is generative AI. This will change how you write product descriptions, generate personalized product recommendations, and identify the next best action for driving revenue growth. And after that? Time will tell, but you should be able to rely on your solution provider to stay on top of the trends.

"One-third of digital businesses will regret playing 'software company'" in 2023

Businesses survived the pandemic by investing in technologies that addressed the crisis of the moment, with system sustainability a distant second on the list of needs. Now that the sky has cleared, those urgent-care remedies may no longer be an ideal fit — and over time, the high initial cost may go even higher, according to leading analyst, Forrester Research.

As a result, "nearly half (44%) of software decision-makers whose organization has or plans to adopt B2C commerce solutions tell [Forrester] they are evaluating or plan to replace their commerce platforms". "In 2023", Forrester Research adds, "a third of digital businesses will abandon or restructure midstream projects that prove too complex to execute or maintain".

So, if you're a decision-maker who is now rethinking your B2B and B2C solutions, welcome to the club.

HCL Commerce Cloud is your answer.
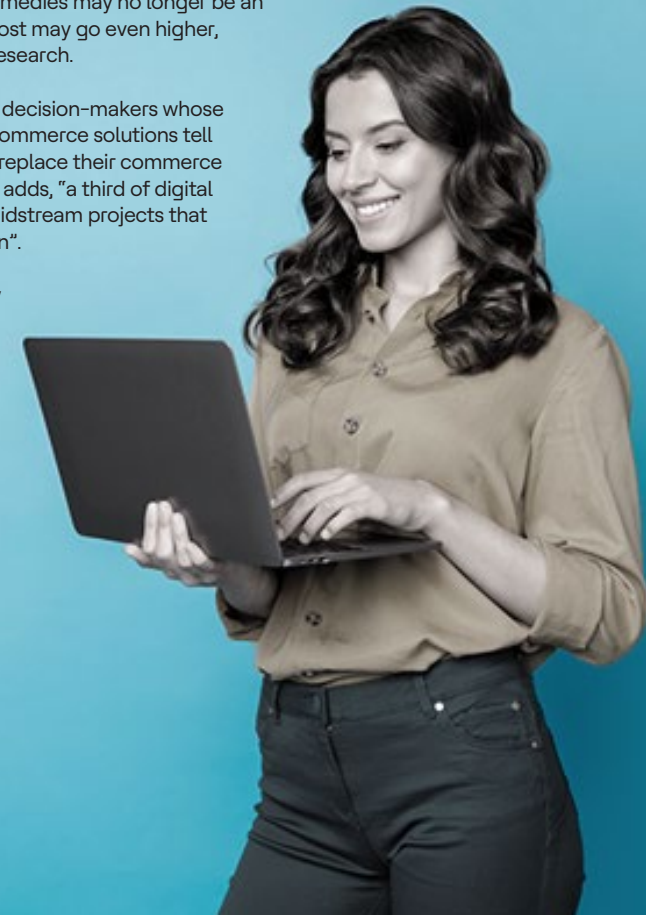
HCL Commerce Cloud: Driving over $220B+ in annual online sales – and growing!

Transform your business and unlock new possibilities for success with a solution that empowers you to move at the speed of your business and maximize your sales potential.

Comprehensive solution
HCL Commerce Cloud is a comprehensive solution, trusted by business, with **the richest set of capabilities** for B2B, B2C, B2B2C and D2C **all on one proven platform**.
Unleash the power of commerce and benefit from the agility to quickly integrate new technologies, channels, and business partners, to beat the competition and exceed your customer expectations.

Simplified Commerce Operations
Let our commerce experts manage your commerce business in the cloud, while you **focus on growing your business,** and benefit from the ability to streamline operations, reduce costs, and improve the customer experience. It's reliable, secure and flexible.

Easy to consume!
It's time to unlock revenue growth with a **composable commerce platform** enabled by a **predictable pricing model**. You have the flexibility to quickly adapt to changing market conditions, the ability to pivot quickly in response to disruption, with the agility to respond to changing customer needs, to meet your business expectations.

> "
> Their B2B support is so user-friendly and have much navigation options. It can support complex B2B Omnichannel. It provides optimum level of technical services and reduced re-work and improved uptime"
>
> B2B Customer, Gartner Peer Review, 2022
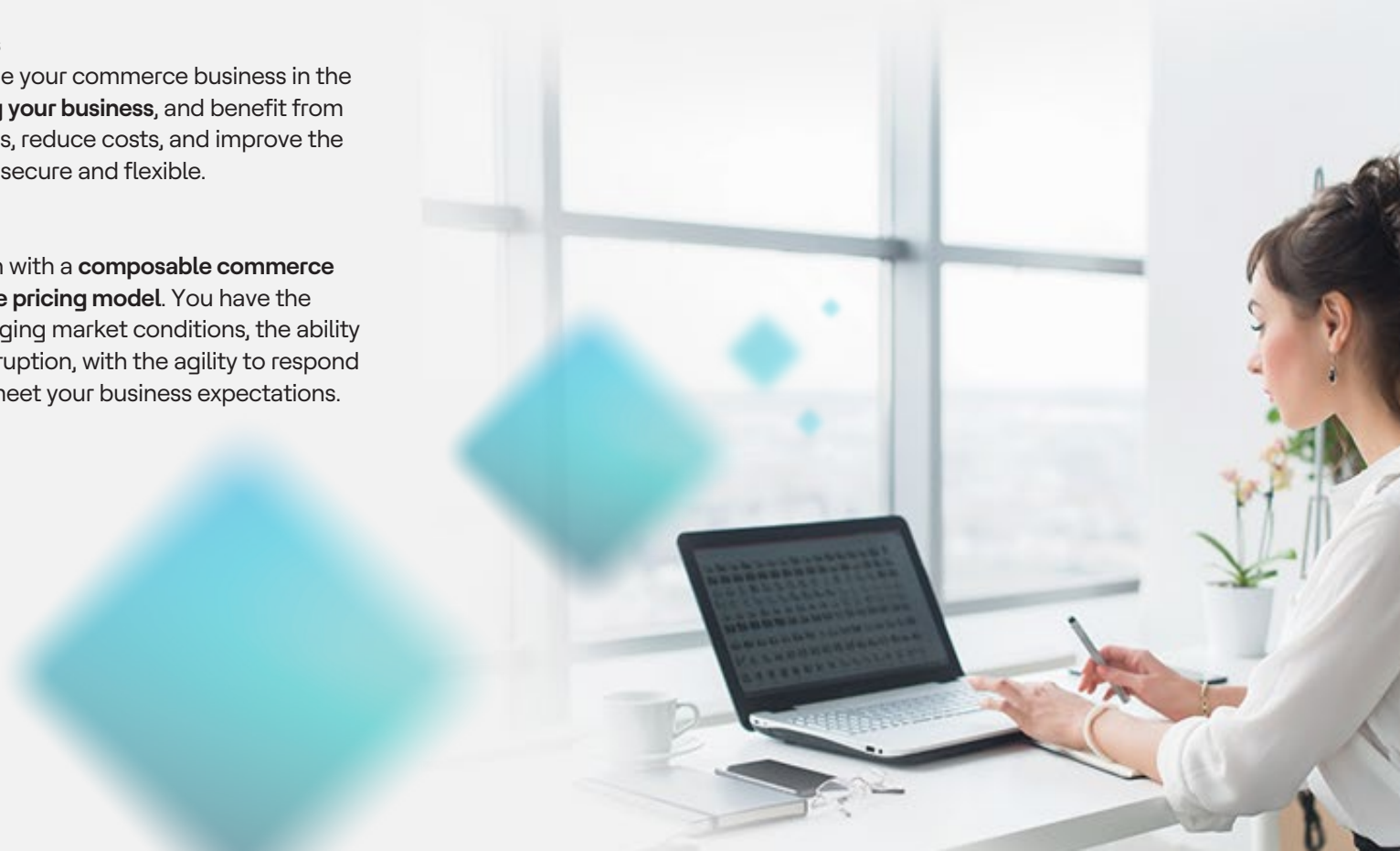
Be prepared for future demands

HCL Commerce Cloud clients deliver **more innovation in less time** to **unlock growth, achieve higher ROI, accelerate innovation** and **reduce business risk**. They do so by leveraging the trusted **scale, security and performance** you expect with the **speed** and **flexibility** of a **modern cloud-native**, composable commerce architecture of HCL Commerce Cloud – all built on 20 years of unmatched, omnichannel innovation.

B2B, B2C and B2B2C on One Platform
Using different platforms for different segments? Not with us. Our platform manages every business model on one platform - regardless of the complexity of your business. Expect more from your platform.

Workflows and approvals
Let the system manage the approval process in your organization to purchase the products you need

Enter new markets quickly
Quickly and cost effectively test new opportunities. Each storefront can leverage a common set of commerce services like catalogs, pricing and promotions, but also have a unique look and feel, unique business rules and policies so you can deliver a localized experience easily and quickly.

Make search work for you
Native search working with your storefronts, catalog, promotions and pricing out of the box allows you to focus on what matters -helping your customer find what they want easier. Natural language processing, automatic boosting or burying products based on customer behavior and merchandising tools managing sku's, sizes, and colors just makes it even better.

Agile Business Users
Empower digital marketers and merchandisers with easy-to-use tools for more control over content, product catalogs, price lists, promotions, and the overall customer experience and reduce their reliance on IT.

Headless Storefronts
B2B and B2C Reference Storefronts with business user tools for modifying pages and content easily, helps you launch a new brand or test a new market, while getting the benefit of enhanced site performance and streamlined checkout processes.

Choose a platform built for tomorrow's higher online sales volume
HCL Commerce Cloud is a cloud native, API-first platform designed to scale for your highest peak traffic from either a flash sale or promotion, or from your seasonal highs. Fully headless means B2C and B2B organizations have more control to quickly implement new commerce capabilities and innovate the customer experience.

Focus on your customer experience, not managing your technology
HCL Commerce Cloud helps you reduce your total cost of ownership by streamlining commerce deployment with the tools and automation that allow you to install and upgrade faster and deploy customizations easily without impacting future agility.

Marketplace:
Increase loyalty and meet multiple customer needs through a "one-stop-shop" experience.
- Expand assortment without having to carry inventory
- Add a direct sales channel instead of relying solely on sales through partners
- Improve customer experiences and increase sales

Post Order Management
- Manage the lifecycle of an order
- Create loyal customers even when everything doesn't go smoothl
- Track all information to create a seamless experience from start to finish by:
   o Enabling customers and/or CSRs to modify all aspects of an order quickly and easily
   o Keeping customers happy with appeasements for shipping, product discounts, or personalized offers
   o Confirming eligibility and initiating a return with an RMA for tracking

Do You Need More?

When you join the HCL family, you get access to our top-of-the-class products that integrate seamlessly with your new HCL Commerce Cloud solution.

HCL Discover
Provides deep behavioral insights into the online user journey, leading to positive experiences and increased online conversions.

HCL Intelliservice
AI–based services optimization platform that transforms customer service into customer success.

HCL Quest
Cloud-enabled aftermarket ERP, field services management, and digital parts catalog product suites.

HCL Unica
Enterprise automation and precision marketing at scale.

HCL Digital Experience
Integrate data, content and apps into powerful digital experiences.

HCL VoltMX
Transformative apps that re-imagine your organization's future.

HCL SoFy
Solution factory solving business challenges through a unique hands-on, self-service experience with HCL cloud-native products.

"Our KPIs for the digital channel show us that customers are finding it easier than ever to find and purchase the product they need"

Trivantage, increased digital sales and mobile traffic by 50%

Learn More

OnDemand Webinar

Scan the QR code and watch our webinar on how to choose the right commerce platform. We call it The Buyers' Guide to Commerce.

What's new?

Stay up to date with the latest HCL Commerce Cloud launches and innovations. Scan the QR code to watch the video on our newest release.

Want to meet one of our customers?

Most of our customers are diverse, large organizations with many complex nuances and a high volume of transactions. Some are international. Some have multiple brands and customer segments they tend to. Chances are we have helped customers with similar complexity in their Go-To-Market strategy as yours! Let's connect you with them so you can hear for yourself how our commerce solution helps you sell more! Reach out to us and let us schedule the meeting today!

1 McKinsey: "The B2B digital imperative"
2 Incisiv: "The Buyers' Guide to Commerce"
3 WBR Insights: "The State of B2B e-commerce in 2021: Navigating Change in a Rapidly Evolving Landscape"
4 Acquity Group
5 forbes.com/sites/forbestechcouncil/2022/03/14/e-commerce-trends-2022-what-the-future-holds
6 Incisiv: "The Buyers' Guide to Commerce"
7 Influencermarketinghub.com/b2b-ecommerce-trends
8 Forrester Research: "Predictions 2023: Commerce"

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