Experience is B2B.

A NEW ERA OF B2B IS HERE.

Introducing Razorshop B2B by SapientRazorfish and Adobe:
Bringing the omnichannel experience to B2B brands.

At the end of the day, B2B customers are still everyday people who experience life outside of work. So they expect personalized, mobile optimized experiences whether they are on the clock or off. Experiences that make B2B purchases as easy as retail e-commerce, that serve up inventory data as real-time as sports scores, that engage on par with their daily digital lives.

Razorshop B2B gives businesses the power to meet and exceed their customers’ ever-growing expectations, with digital capabilities that drive differentiated commerce experiences for business.
Razorshop B2B, is redefining digital experiences for business.

Designed by SapientRazorfish and powered by Adobe, Razorshop B2B demonstrates best-of-breed customer experience technologies and in-depth industry knowledge. This level of expertise enables a deep understanding of the specific challenges of the B2B space—procurement to field sales, supply chain redundancies and ERP requirements.

Razorshop B2B offers rich digital buying experiences for enterprise customers, optimized to support complex B2B processes across evolving devices and channels. It empowers sales teams with mobile apps that offer anywhere access to sales collateral, automated sales processes, and CRM insights. And it drives operational efficiencies with streamlined purchasing and rapid fulfillment capabilities.

What does Razorshop B2B make possible for your business?

**Simplify procurement**
From auto-delivery to RFQs (request for quotes) requiring multiple levels of procurement authorization, Razorshop B2B can simplify and streamline the many types of fulfillment required by complex B2B industries.

**Effectively address multiple markets**
With Razorshop B2B, organizations can tailor site experiences to multinational audiences—varying brands, languages, currencies, units of measurement, and even local fulfillment rules.

**Erase silos between systems**
By eliminating barriers between ERP, CRM, and other backend systems, Razorshop B2B enables benefits such as real-time inventory data, improving both customer satisfaction and organizational efficiency.

**Deliver frictionless service**
Razorshop B2B can help organizations deliver the right service models at the right time, priced appropriately for each customer, leading to improved customer service and added revenues.

80% of B2B commerce companies think B2C has heightened customer expectations.

**Why Razorshop B2B?**
Addresses B2B customer experience challenges
- Targeted segmentation and personalization
- Complex purchasing process support
- Direct, field, and partner sales empowerment
- Back-end system integration

Drive business with digitally powered, personalized B2B experiences.

To learn more about Razorshop B2B, visit SRandAdobe.com.
If you are ready to bring the Razorshop B2B experience to your business, contact commerce@razorfish.com.

Powering stronger connections with a shared vision.

Always On is a joint alliance between Adobe and Publicis Groupe that provides the vision, framework, and tools to help brands connect more deeply with customers at every stage of the customer journey. By standardizing the technology on the industry-leading Adobe Experience Cloud, Always On offers marketers a unique advantage by enabling a shared understanding of the consumer across all Publicis Groupe agencies and the ability to create highly personalized, omnichannel experiences at scale. Razorshop B2B is the Always On vision at work.