



Feature list of the B2B E-Commerce solution avanta

The highlights at a glance

Content

B2B COMPANY ADMINISTRATION	1
B2B USER ADMINISTRATION AND AUTHORIZATION CONTROL	3
B2B PRODUCT PRESENTATION	4
B2B PRODUCT SEARCH	7
B2B PRICE DISPLAY	9
B2B ORDERING FUNCTIONS	10
OCI-PUNCHOUT FOR ORDERING VIA ERP / MERCHANDISE MANAGEMENT	12
CXML-PUNCHOUT FOR ORDERING VIA ERP / MERCHANDISE MANAGEMENT SYSTEM	13
B2B SHOPPING CART FUNCTIONS	14
B2B SERVICE PORTAL	15
INTEGRATION	17
MARKETING	19
TECHNOLOGY & MAINTENANCE	20

This feature list only shows the B2B functionalities of avanta.
The common included shop functions are not listed here.

B2B company administration

The company and user administration forms the technical data basis of avanta. All other functions, such as the display of customer-specific prices or the use of order functions, are linked to user data and company data.

Brief definition of terms:

Shop operator: You as the provider of the shop

Shop customer: Companies that are listed in the shop

Shop user: Employees of the shop customer

Function	Main module	Add-on module
Billing addresses Creating, managing or requesting changes to the billing address by shop customers	✓	
Delivery addresses <ul style="list-style-type: none"> • Create & manage any number of delivery addresses in accordance with the shop user's rights concept and use unique delivery addresses in the order process • Restriction of available delivery countries for customers 	✓	
Sales structures Shop customers can be assigned to sales structures, e.g. to sales areas, product divisions.	✓	
Contact Customer-specific display of contact persons of the shop operator	✓	
Commercial registration Configurable registration form especially for new commercial customers	✓	

B2B company administration

Function	Main module	Add-on module
Access for sales staff to assigned customer accounts <ul style="list-style-type: none"> Sales employees (internal/field sales) of the shop operator have access to their assigned customer companies. This means you can fill shopping carts for your shop customers and send them to the contact person via the workflow. For promotional campaigns, for example, this can also be combined with a discount voucher as an incentive to purchase. Access to the shop customers' order history and receipt archive. 	✓	
Interim account / CpD account <p>For guest users and registered end customers who only order infrequently (e.g. provision of a thinned-out product catalog with list prices)</p>	✓	
VAT ID verification <p>When registering B2B prospects in the web shop (registration can only be completed if verification is successful)</p>	✓	

B2B user administration and authorization control

Function	Main module	Add-on module
User authorizations The shop customer can create and manage users and assign individual user authorizations.	✓	
Rights & roles The shop customer can assign individual shop functions to users (e.g. authorization to execute the order). The rights can be conveniently controlled via individual roles (e.g. warehouse employees).	✓	
Order limits The shop customer can assign order limits to individual users (groups).	✓	
Assignment of users to different companies The shop operator can assign individual users to different customers (mapping of group structures).	✓	
Access restriction Forwarding of anonymous visitors to a login page of the web shop (access blocking)	✓	

B2B product presentation

With avanta, the shop operator can show and hide product ranges for different customer groups. Shop customers can also define which items their employees should and should not order. Other functions, such as the customer-specific article number, help to find products quickly. With avanta, the shop operator can also define what the "anonymous" shop customer (customer not yet logged in) and search engines should see.

Function	Main module	Add-on module
Control of the product display for anonymous / logged-in users Control the display of product ranges, prices, availability, delivery times, downloads, quote requests, etc.	✓	
Customer-specific product ranges Different product ranges can be displayed for each shop customer / customer group, e.g. private labels, relevant spare parts, etc.	✓	
Customer-specific downloads Different downloads can be displayed for each shop customer / customer group.	✓	
Customer-specific article numbers Shop customers can work with their own (familiar) article numbers in the shop. The shop customer can upload the article numbers to the shop or maintain them there.	✓	
Additional article numbers e.g. EAN, competition Additional article numbers such as EAN or competition numbers can be displayed and searched.	✓	
Classic product variants Various options for displaying product variants (e.g. sizes, colors, designs)	✓	

B2B product presentation

Function	Main module	Add-on module
Complex product variants Display of extensive product ranges within a variant table based on group articles		✓
Product comparisons Optional possibility to use and activate the product comparison function	✓	
Packaging units Display of different units of measure, e.g. pallets, pieces, containers, outer packaging per product	✓	
Lot sizes Definition of batch sizes per item and indication in the ordering process in which batch size or multiples of the batch size the item must be ordered	✓	
Symbol display for product labeling E.g. hazardous goods symbols	✓	
Information on the product safety regulation On the product detail page, additional content sections can be displayed to provide further product information. This allows compliance with the General Product Safety Regulation (GPSR), which requires shop operators, starting from December 13, 2024, to include clear warning notices, user instructions, and product labeling for their products.	✓	
Display of hazard and safety information Display of H + P phrases	✓	
Form: Questions about the product Configurable form for the product detail page with mail function	✓	

B2B product presentation

Function	Main module	Add-on module
Cross-selling (accessories, spare parts) Reference to similar products, spare parts, accessories, variants, etc. on product detail page and shopping cart	✓	
Different views in the hit list Grid view, line view, special view for products without images	✓	
Catalog export of article data for procurement systems The shop customer can download their customer-specific product range as a digital catalog, e.g. for uploading to their ERP / procurement system.		✓
Premium filter Filter options for convenient selection within complex product ranges. <ul style="list-style-type: none"> • Chord display for a better overview • Searchability of filter attributes • Pictograms for visualization of filter attributes • Multiple selection of filter attributes 		✓
Precise filtering for product variants The filter options for product attributes used to search for product variants with exact matches are equipped with an AND linkage to enable even more precise filtering. The parent-child relationship is indexed within OpenSearch, and context-dependent filter attributes and their options can be displayed on category pages and search result lists.	✓	

B2B product search

Function	Main module	Add-on module
Powerful product search Special and powerful B2B product search	✓	
Customized search index For searching for customer-specific product ranges, article numbers, prices, etc.	✓	
Error tolerance Fragments of article number or description are sufficient for a suggestion list. Typing errors are also taken into account.	✓	
Suggestion function with image / product information Suggestion list with configurable information e.g. image, article description, price, article number	✓	
Redirect of exact matches If the exact article number is entered, the user is automatically redirected to the product detail page.	✓	
After search navigation with zero hit list configuration The search results entered generate a hit list. This can be further refined using filters. An individual error page with converting content can be created for search queries without hits.	✓	
Saving / evaluating search queries All search queries are saved and can be analyzed. In this way, search queries without a satisfactory search result can be eliminated.	✓	
Configurable search parameters Definition of the content to be searched (fields), weighting & number of search results, tolerance setting, synonym configuration and much more.	✓	

B2B product search

Function	Main module	Add-on module
Indexing and searchability of content pages Any content pages from the CMS administration can be found very quickly.	✓	
Individual search profiles for any application Provision of individual searches for any applications (e.g. apps, websites, etc.)	✓	

B2B price display

In addition to availability and delivery times, customer-specific prices are the most important information for the B2B buyer. Conventional shop systems do not provide this function, as all end consumers pay the same price. avanta displays customized prices per shop customer and per product - even in combination with graduated prices.

Function	Main module	Add-on module
Customized prices Display of customer-specific prices per product and customer / customer group possible	✓	
Customer-specific conditions avanta supports all types of conditions from SAP and other merchandise management systems as standard and can display them in the shopping cart.	✓	
Customer-specific currency With the help of a company attribute and based on the live request to an ERP system	✓	
Quantity scales Customized prices are also possible in conjunction with quantity scales.	✓	
Display options for price types Minimum price (smallest customer-dependent unit price, also taking into account a price scale), list price, previous price / strike price, special price (promotion)	✓	
Company tax calculation Configuration of individual tax regulations for companies without VAT ID	✓	
Display options for the display of sales tax E.g. for anonymous customers, B2B customers, B2C customers, country-dependent VAT.	✓	

B2B ordering functions

The avanta B2B ordering functions make the ordering process fast and convenient for the company. The order workflow, which can be configured very easily by the user, optimally maps the order processes of the user without the shop operator having to adapt the shop.

Function	Main module	Add-on module
Quick order function Numerous quick order options, e.g. order function in conjunction with the search function, import, subscriptions, last ordered, shopping cart templates, etc. The quick order modal (pop-up window) is also available on mobile devices with many order options.	✓	
Order templates / saveable shopping carts / favorites list <ul style="list-style-type: none"> • Shop users can save shopping baskets as order templates for later use or in conjunction with the order workflow (forward order). • Items can be added directly to saved shopping carts • Saved shopping carts can be monitored. 	✓	
Subscription orders With the subscription order function, shop users can organize their recurring orders conveniently.	✓	
Shopping cart import (drag & drop) Shop users can import an order file (based on an export from their merchandise management / ERP system) into the shop and thus fill a shopping cart.	✓	
Order from the order history Shopping carts can be refilled and adjusted on the basis of all orders placed online.	✓	
Request for quotation Shop users can generate a quote request from a product or from the shopping cart.	✓	

B2B ordering functions

Function	Main module	Add-on module
Order app for mobile customers PWA (Progressive Web App) for mobile order entry, e.g. triggering codes or subscription orders, retrieving article information, viewing order history		✓
Ordering via scanner Ordering via industrial scanner, e.g. by warehouse employees		✓
Ordering via IoT devices Automated ordering through inventory recording via sensors or RFID. Implementation of Kanban processes. Connection of issuing cabinets. Or simply ordering via dash buttons or voice.		✓
Definition of minimum / maximum order quantities The shop operator can define minimum and maximum order quantities for items.	✓	
Monthly order budgets per company The shop operator can assign a maximum monthly order budget to each shop customer per payment method, e.g. € 5,000 on invoice, € 10,000 on SEPA, € 12,000 on credit card.	✓	
Auto-login For automated shop login through third-party systems. By accessing the auto-login URL, the user is directed straight to the shop and is already logged in. URLs are configurable with options such as token lifetime, regeneration, extension, and IP restriction.		✓
Catalog export for procurement systems The shop customer can download his customer-specific product range as a digital catalog, e.g. for uploading to his ERP / procurement system, always up-to-date.		✓

OCI-PunchOut for ordering via ERP / merchandise management

Function	Main module	Add-on module
OCI-PunchOut for ordering via ERP / merchandise management system <ul style="list-style-type: none"> • Authorize customer companies for OCI-PunchOut • Configuration of the auto-login of the ERP / merchandise management system • Configuration of the fields for data transfer • Provision of the hook URL 		✓

cXML-PunchOut for ordering via ERP / merchandise management system

Function	Main module	Add-on module
cXML-PunchOut for ordering via purchasing platforms, e.g. Ariba <ul style="list-style-type: none"> • Allow customer companies for cXML / OCI integration • Configuration of the purchasing platform auto-login • Configuration of the fields for data transfer • Provision of the hook URL 		✓

B2B shopping cart functions

Function	Main module	Add-on module
Convenient B2B one-page checkout Quick ordering directly in the shopping cart: With selection of delivery & billing address, shipping method, payment method; also available for guest visitors and end users.	✓	
Additional info fields for the order <ul style="list-style-type: none"> Configurable text fields for order number, unloading points, cost center, comment, etc. Individual desired delivery date with numerous validation and suggestion functions (minimum/maximum date, weekends, public holidays, etc.) 	✓	
Display of delivery dates The real-time connection to an ERP system enables the display of actual delivery dates.	✓	
Display of shopping cart discounts The real-time connection to an ERP system enables the display of customer-specific calculated conditions.	✓	
Redeem vouchers / discount codes Various options for discounting or redeeming vouchers	✓	
Export of the shopping cart In various formats: CSV, XML, Excel, PDF	✓	
Customer-specific payment methods Different payment methods can be stored for each store customer, also depending on their financial status (requires merchandise management / ERP connection).	✓	

B2B service portal

With the self-service functions, avanta's self-service customer portal offers a real win-win situation. Business customers have round-the-clock access to all relevant order information and receipts. Unnecessary calls to the sales department, e.g. due to missing documents, for example, and thanks to the time saved, employees can concentrate on important things, e.g. customer advice and sales.

Function	Main module	Add-on module
Rights-dependent user navigation The shop customer can use the user administration and the integrated rights and roles concept to control user access to shop functions.	✓	
Shop configuration functions for the customer (self-service) The shop customer can configure functions and processes themselves. There is no development and configuration work for the shop operator; e.g. user administration, rights & roles, workflow, order device administration, OCI / cXML punch-out, etc.	✓	
Download center (customer-specific) Different downloads can be displayed for each shop customer / customer group. These can be displayed centrally in the portal.	✓	
Premium download center <ul style="list-style-type: none"> • Collective download in the shopping cart • Download statistics 		✓
Management of ordering devices Shop customers can create and manage their own ordering devices, e.g. scanners, sensors, voice, apps, etc.	✓	
Management of order rules The shop customer can create and manage the order rules for order devices themselves.	✓	

B2B service portal

Function	Main module	Add-on module
Order data and documents <ul style="list-style-type: none"> • Orders • Order items • Delivery notes • Shipment tracking • Invoices • Credit notes • Backorders • Returns etc. 	✓	
Live reporting function & live access Standard live reporting function for direct connection to ERP systems and direct live access to PDF documents	✓	
Inquiries <u>Returns registration</u> Standardized form for registering returns with: <ul style="list-style-type: none"> • Contact details • Item entry • Specification of the reason for return • Upload of image material <u>Quotation requests</u> <ul style="list-style-type: none"> • Overview of quotation requests created by the customer 		✓
Product archive A product archive is available in the customer account to display purchased items, assemblies, spare parts, accessories, or products from serial production.	✓	

Integration

Function	Main module	Add-on module
Connector with ready-made system modules For the secure and convenient integration of relevant systems such as ERP (e.g. SAP, MS Dynamics, ABAS, Infor, etc.), merchandise management, PIM, CRM, configurators, etc.	✓	
Technical requirements for the connection to middleware / ETL systems	✓	
avanta-middleware If no middleware is available in the company.	✓	
Synchronous / asynchronous data exchange Synchronous (live access) and asynchronous data exchange (import / export) possible	✓	
Call and time control of import profiles For asynchronous exchange	✓	
Configuration and maintenance of any endpoints with corresponding access data Endpoints are target systems / receiving systems	✓	
Logging of all transaction data Synchronous and asynchronous possible	✓	
Order simulation in connection with existing ERP / merchandise management logics All processes defined there for prices, conditions, discounts, availability, taxes, shipping costs, currencies, delivery restrictions, credit limits and much more can be transferred live to the e-commerce platform using this process.	✓	

Integration

Function	Main module	Add-on module
Display of real-time data on the product detail page Dynamic query of prices and delivery dates	✓	
Integration options for customer-specific prices All templates and logic for displaying individual prices rely on real-time price queries. Customer-specific prices and conditions are available via REST API and can also be used by third-party systems.	✓	
Standardization of order transmission incl. retry transmission in the event of an error	✓	
Integration of Collana pay The payment service provider is fully integrated into avanta, enabling shop operators to connect any payment provider without the need for additional third-party modules.	✓	

Further information on this:

<https://www.ecoplan.com/en/b2b-commerce/integration.php>

Marketing

Function	Main module	Add-on module
Responsive design for all end devices Runs in different resolutions on different end devices	✓	
B2B / B2C hybrid shop The dual operation of a B2B/B2C shop is configurable.	✓	
SEO / SEM functions e.g. hreflang tags for country shops, linking of the shop with GTM account (Google Tag Manager)	✓	
Privacy policy Configurable cookie notice, integration of the privacy policy, privacy opt-in for registration, and privacy opt-in for the contact form. All privacy policy agreements submitted by users can be viewed and deleted if necessary via the avanta backend. Alternatively, an expiration date can be set to require new consent from all users.	✓	
CMS function Powerful content management functions	✓	
Translation support with DeepL interface Export function for all relevant system variables incl. interface to translation tool DeepL. An import of the translated data is also possible.		✓
Online help Extensive help area consisting of: <ul style="list-style-type: none"> • FAQ (list of frequently asked questions) • Functions (explanation of functions with texts, images and videos) • Page help (links to the function entries at the desired location in the webshop) 		✓

Technology & maintenance

Function	Main module	Add-on module
Multishop Unique multishop function for rollout to countries, brands, subsidiaries, etc. Any number of shops can be realized with one installation (instance).	✓	
Headless / API First / GraphQL Allows flexible options for the realization of shop-independent frontends and the connection of devices. avanta functions can be addressed via APIs.	✓	
Monitoring Monitoring the functionality of the e-commerce solution, e.g. checking the interfaces and data transfer (e.g. displaying incorrect data and functions by calling URLs) Standardized monitoring of all import and export profiles	✓	
Accessibility Barrier-free implementation of all existing functions in the standard functional scope in accordance with the WCAG 2.1 AA criteria	✓	
Provision of maintenance pages Provision of automatically generated maintenance pages for deployments and error pages	✓	



ECOPLAN E-Commerce GmbH

Justus-Liebig-Straße 6
D-36093 Fulda-Künzell

Tel. +49 661 96 50-0
Mail. sales@ecoplan.com
Web. www.ecoplan.com