



Why does our B2B eCommerce platform fail with customer-specific pricing and complex orders?

Because the data, systems, and processes required to support B2B are inherently complex—and often not properly integrated.

Here's what the data shows:

1. B2B environments are highly system-dependent—and fragmented

The average business operates 10–20 interconnected systems (ERP, CRM, inventory, payments, etc.).

Without proper integration, these systems cannot maintain a single source of truth for:

- **Customer-specific pricing**
 - **Inventory**
 - **Order data**
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2. Integration failures directly impact operations

Common platform issues include:

- **ERP sync failures**
- **Pricing and payment terms not being native to the platform**
- **Approval workflows requiring custom development**

These gaps create:

- **Data inconsistencies**
- **Manual workarounds**
- **Order processing errors**

3. Manual processes are still common—and costly

Manual B2B order processing costs \$50–\$150 per order due to:

- **Data entry**
- **Error correction**
- **Communication delays**

Automation reduces this cost by 50–83%, showing how inefficient disconnected systems can be.

4. Errors in integration create downstream failures

Even small system errors (failed API calls, duplicate orders, validation issues) require manual rework and reduce operational efficiency.

5. Poor system alignment is a widespread problem

According to Gartner:

- **70%+ of ERP initiatives fail to meet their original business goals**
- **Up to 25% fail completely**

This highlights how difficult it is to align systems with real business processes.

6. Customer experience and revenue are directly impacted

Research shows companies lose ~13% of revenue due to poor or complex buying experiences.

This includes:

- **Complicated ordering processes**
 - **Lack of real-time data**
 - **Friction across systems**
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The conclusion (based on data):

B2B eCommerce platforms struggle with:

- **Customer-specific pricing**
- **Complex orders**

not because of configuration issues—

but because of system fragmentation, integration gaps, and process complexity.

**If your platform isn't fully connected to your ERP and operational systems,
it will create:**

- **Pricing inconsistencies**
- **Order errors**
- **Manual work**
- **Lost revenue**

And the data proves it.