shopware®

Executive shortpaper
for wholesale & distribution

Reduce your cost-to-serve. Not your margin.

More self-service.
Less manual effort.
Greater profitability.

The biggest opportunity for profitable growth often isn't generating more revenue – it's creating more efficient processes.

The biggest cost drivers in wholesale

Many orders still reach sales teams by phone or email. What works today creates more effort with every stage of growth.

The impact

- ✕ Your sales team processes standard orders instead of advising customers.
- ✕ Customer-specific prices are checked manually.
- ✕ Repeat orders create unnecessary work.
- ✕ Approvals slow down purchasing processes.
- ✕ Pricing and ordering errors lead to additional rework.

The result

As your business grows, hidden process costs rise with it.

This is where modern B2B commerce makes the difference.

Self-service instead of manual processes

Leading wholesalers digitize more than their sales operations – they digitize the entire ordering process.

This includes

- Customer-specific pricing
- Quick Order
- Repeat orders
- Role-based approvals
- Multi-user company accounts
- Automated business rules
- Integrated ERP, PIM, OMS and CRM processes

How your customers benefit

Customers can access their individual terms at any time, place orders faster and manage approvals independently. This makes the entire ordering process simpler and more transparent.

Less effort.
Higher profitability.

When standard processes run digitally and automatically, your cost to serve falls and your sales team can focus on what matters most.

Consistent B2B self-service helps businesses achieve:

- ✓ Less manual order processing
- ✓ Shorter ordering processes
- ✓ Fewer pricing and ordering errors
- ✓ Higher service quality
- ✓ More time for consultation and new business

Efficiency becomes a competitive advantage

Digital processes shorten processing times and reduce errors. This helps your business handle more orders profitably while maintaining a high level of service.

How Shopware supports your digital B2B sales

Shopware digitizes complex B2B ordering processes, connects your systems and automates recurring workflows.

Self-service

Enable customers to manage B2B orders independently

Pricing logic

Manage complex pricing digitally

Integration

Connect ERP, PIM, OMS and CRM systems seamlessly

Automation

Automate business processes with rules and workflows

Centralized control

Manage every sales channel centrally and flexibly

Data synchronization

Keep product, pricing and inventory data up to date

The foundation for sustainable growth

With a commerce platform that automates processes and connects systems intelligently, your business can grow without effort and costs increasing at the same rate.

What is your real cost to serve?

Answering yes to even one of these questions suggests that your commerce operations may hold more efficiency potential than you are currently using.

- ☐ Do a large share of your orders still arrive by phone or email?
- ☐ Does your sales team regularly process standard and repeat orders?
- ☐ Are manual processes limiting your ability to scale?

Now is the right time

In a personal consultation, our experts will show you how Shopware can help move your B2B business forward.

Book a consultation

- Expand B2B self-service
- Reduce manual processes
- Free up your sales team
- Lower your cost to serve sustainably