Your Brands, Unified: The Power of a Multi-Website eCommerce Platform

For many manufacturers and distributors the eCommerce journey isn't always a straight line. What started as a single online store – perhaps a quick implementation during those early days when everyone was scrambling for an online presence – has evolved into a complex web of platforms and storefronts. Acquisitions complicate the picture even more, with each brand having its own systems and processes.

Many businesses find themselves juggling multiple systems while trying to expand into new markets while keeping up with customer demands – and being bogged down by the complexities of a legacy technology stack. Operating across regions, languages, and currencies adds an extra layer of oversight.

It doesn't have to be this hard to do business. Consolidating your brands and streamlining your operations through one multi-website eCommerce platform offers a way to unify your business digitally, eliminate inefficiencies, and regain control of your online presence.

When Does Multi-Website Implementation Make Sense?

A multi-website eCommerce platform isn't just a "nice-to-have" — for many B2B businesses, it's the key to unlocking greater efficiency, scalability, and growth. Here are a few signs that it might be the right solution for you:

Limited Product/Service Availability

Are you operating in multiple markets with varying product or service restrictions? A multi-website platform allows you to easily control product catalogs and availability based on region, regulations, or specific customer segments.

Let's say you're a US manufacturer expanding into the European market, but some products require specific EU certifications. With a multi-website platform, you can easily create a dedicated European storefront, restrict uncertified products, and enable them with a few clicks once they're approved – no more logistical headaches.

Multiple Brands, One Goal

Do you manage a portfolio of distinct brands, each catering to a unique customer profile? Juggling separate websites and platforms for each brand can create inconsistencies and inefficiencies.

A multi-website platform enables you to provide a tailored experience for each brand's audience – with targeted messaging, product selections, and even customized pricing – all from a centralized system.
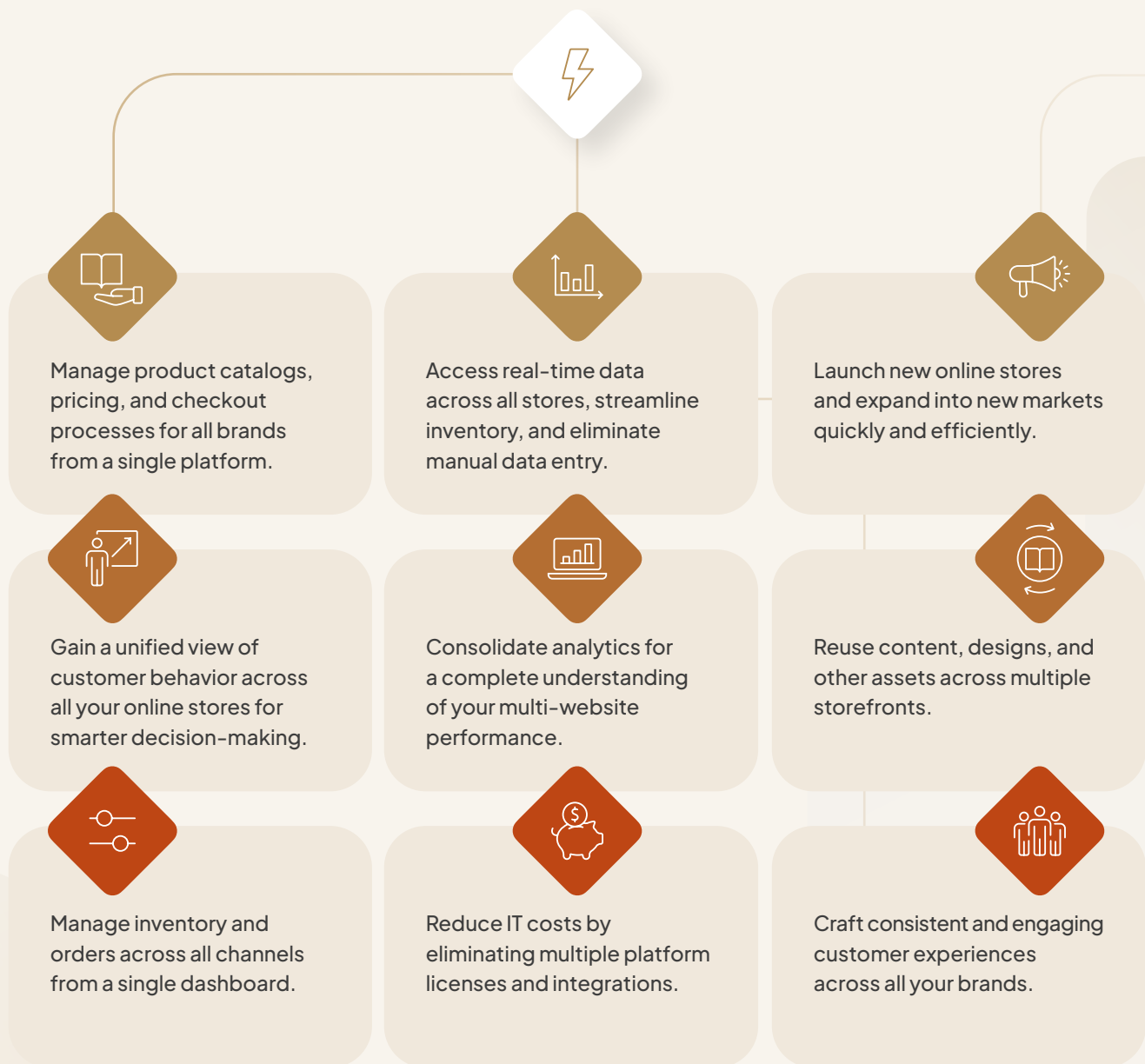
Global Reach, Local Relevance

Are you looking to expand your business internationally? Catering to different languages, currencies, and shipping expectations can be complex. A multi-website platform simplifies this by allowing you to create dedicated online storefronts tailored to specific geographic regions, ensuring a localized experience for your international customers.

Offer the correct payment and shipping options in each region, control product availability by country, and communicate in the language and currency of each buyer. OroCommerce offers many different ways to solve these very common problems.

Multi-Website eCommerce: The Power of a Unified Approach

Managing a growing B2B business is complex enough. Your eCommerce platform shouldn't add to the complexity. With a multi-website solution, you can:

Manage product catalogs, pricing, and checkout processes for all brands from a single platform.

Access real-time data across all stores, streamline inventory, and eliminate manual data entry.

Launch new online stores and expand into new markets quickly and efficiently.

Gain a unified view of customer behavior across all your online stores for smarter decision-making.

Consolidate analytics for a complete understanding of your multi-website performance.

Reuse content, designs, and other assets across multiple storefronts.

Manage inventory and orders across all channels from a single dashboard.

Reduce IT costs by eliminating multiple platform licenses and integrations.

Craft consistent and engaging customer experiences across all your brands.

OroCommerce: Powering Multi-Website Success for B2B Leaders

Built specifically for the complexities of B2B, OroCommerce provides the tools and flexibility to manage even the most intricate business models. Here's how OroCommerce empowers you to thrive in a multi-website environment:
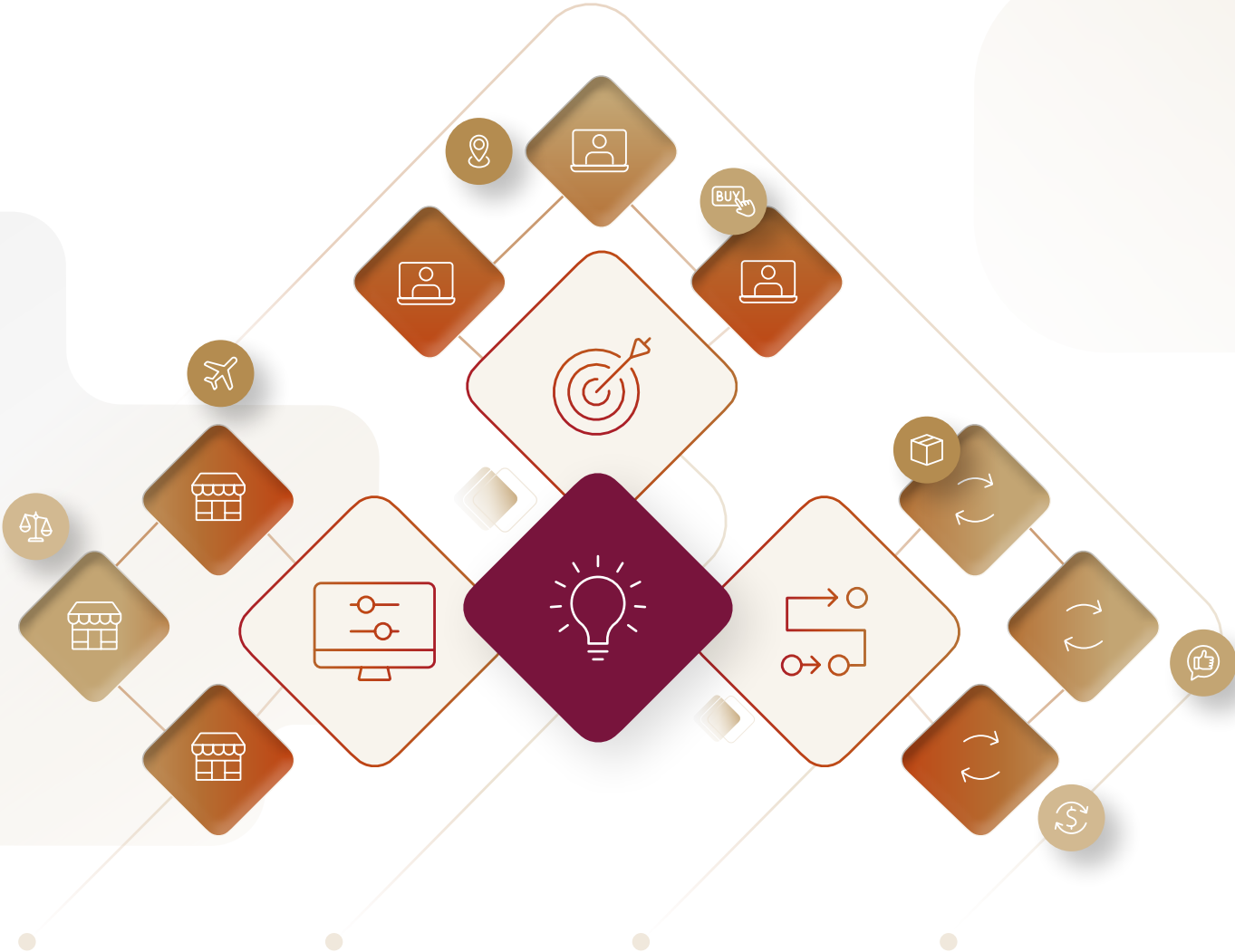
Launch and manage an unlimited number of B2B and B2C storefronts from a single, intuitive dashboard, regardless of brand, product line, or target market.

Create targeted customer segments and deliver personalized experiences based on purchase history, location, industry, or any other criteria.

Design custom workflows to automate everything from order approvals and inventory updates to pricing rules and customer communications.

OroCommerce's open-source architecture provides ultimate flexibility to customize, integrate, and extend the platform to meet your unique and evolving business needs.

Multi-Website B2B eCommerce in Action

Want to see how these capabilities translate into real-world results? Here are just two examples of how B2B businesses have leveraged OroCommerce's multi-website capabilities to solve their eCommerce challenges:

Animal Supply Co.

Animal Supply Company: Unifying a Complex Distribution Network

As one of the largest distributors of pet food and supplies in the US, Animal Supply Company (ASC) were grappling with a common challenge: managing a sprawling network of 21 distribution centers, multiple legacy ERP systems, and a growing need to empower their retailers with robust eCommerce.

Their existing setup was a patchwork of different systems, making it difficult to streamline operations, get a clear view of their business, and offer a consistent customer experience. They needed a solution that could bring everything together while supporting their unique B2B2C model, selling wholesale to retailers while also enabling those retailers to sell online to consumers.

> "We chose OroCommerce because it gave us the flexibility and functionality to implement our digital strategy exactly how we wanted it."

OroCommerce, with its flexible headless architecture, provided the answer. ASC was able to integrate their existing ERPs, distribution centers, and order channels onto a single platform, creating a single source of truth for their entire operation.

This allowed them to offer retailers the ability to easily create their own branded eCommerce websites or leverage ASC-created storefronts, all integrated with ASC's inventory, order management, and fulfillment processes. The result was a smoother, more efficient operation that benefited both ASC and their retail partners.

B2B + B2C

1 Platform

WASTEQUIP®

Wastequip: Scaling a Multi-Brand Ecosystem

Wastequip, a leading North American manufacturer of waste-handling equipment, faced a similar challenge. With a portfolio of 12 distinct brands, each catering to specific customer segments, their online presence was fragmented across multiple websites. This created a disjointed customer experience and significant management overhead for their team.

They needed a way to unify their brand presence online while highlighting each brand's unique value proposition. And with a vast product catalog of over 24,000 SKUs, they needed a solution that would make it easy for customers to find and purchase the products they needed.

OroCommerce's multi-tenant capabilities proved to be the perfect fit. By launching their brand websites on a single OroCommerce instance, Wastequip was able to streamline their online operations and create a consistent, user-friendly experience across all their brands.

Interactive parts diagrams (powered by Salsify), detailed product information, and a robust search function made it easy for customers to navigate their extensive catalog, while B2B-specific features like bulk ordering and custom pricing simplified the ordering process. Since implementing OroCommerce, Wastequip has continued to scale their online presence, adding thousands of new products without missing a beat.

Ready to take control of your multi-site eCommerce strategy?

Schedule a consultation >

12
Unique Brands

SKUs
24,000

1
Platform

OroCommerce