

# PLATFORM SELECTION GUIDE

## MAGENTO B2B VS. OROCOMMERCE



Wondering which platform is right for your B2B ecommerce business? Two of the top B2B platforms duke it out in this Platform Selection Guide. Find out how each platform stacks up in the key features of B2B.



### THE PLATFORMS

#### MAGENTO B2B

Launched in 2017, Magento's B2B offering packages several B2B plug-ins with its Magento 2 platform. The result is a Magento experience, enhanced for B2B ecommerce.

#### OROCOMMERCE

From the team that developed the original Magento, OroCommerce is built from the ground-up for B2B, offering an out-of-the-box feature-set built for B2B.

FEATURE		
<b>WHAT THEY BOTH GET RIGHT (SOLID B2B FEATURES IN BOTH PLATFORMS)</b>		
<p>Multiple sites, checkout, email notifications, customer segmentation, multiple catalogs and custom pricing.</p> <p>Oro has fewer payment integrations and fewer standard B2C features than Magento.</p>	★★★★★	★★★★★
<b>WHERE THE APPROACHES DIFFER (UNIQUE APPROACHES FOR EACH PLATFORM)</b>		
<p><b>B2B ACCOUNT MANAGEMENT - CRM-STYLE VS EXPANDED B2C</b></p> <p>For companies used to CRM, Oro organizes customers similarly-- not only 'groups' but hierarchies (divisions, regions, etc). Addresses and other account info can cascade down from above, allowing parent (instead of local) entities to manage. Customers get more control of who can spend, where it can ship, etc. Magento offers single-level account management.</p>	★★★★★	★★★★★
<p><b>ORDER MANAGEMENT - TWO DIFFERENT APPROACHES</b></p> <p>Oro's approach is that customers will likely manage orders in an external system (like ERP). So, there is no standard order status flow and Oro makes it easier to customize that flow. In Magento, you have a proscribed order flow that is triggered by things like capturing payment, shipping a line item, etc.</p>	★★★★★	★★★★★
<p><b>B2B CHECKOUT</b></p> <p>Magento has always had 'wish lists' in its cart model, allowing B2B customers to build requisition/shopping lists. Oro's system is based on shopping lists and has no cart (though one can be added).</p> <p>Oro assumes the purchasers may shop by delivery locations, delivery dates, departments, and so forth. So, shopping lists can be shared between users in the same account, copying lists, organizing lists, etc.</p> <p>Checkout is directly from a list (or quick order form) rather than from a cart. Items can be added to multiple shopping lists and 100s of lists can be maintained within accounts. In addition, Oro leverages its granular account management and role tools to apply permissions for key actions throughout the checkout process.</p>	★★★★★	★★★★★
<p><b>PAYMENT</b></p> <p>Magento offers standard payment methods, a wide variety of payment plug-ins, and basic support for ordering with a Purchase Order. Magento also allows an invoice to be tied to its payment system.</p> <p>Oro assumes most orders are booked with a Purchase Order and that invoicing occurs from another system (ERP, Accounting). As a result, Oro doesn't support an invoice document out of the box.</p> <p>While Oro lacks some flexibility, Magento is more suited for B2C commerce.</p>	★★★★★	★★★★★
<p><b>QUOTE MANAGEMENT</b></p> <p>Magento offers a simple quoting process, allowing administrators to approve quotes. Magento does have a number of extensions that can improve that functionality, but, they are all limited by the lack of customer hierarchies.</p> <p>Oro has a very robust quote management process, allowing assignment of quotes to account managers in the admin panel and, once again, leverages its account management system to allow the administrator to set granular permissions for actions and to assign follow up actions using workflows and sales representative assignment.</p>	★★★★★	★★★★★
<p><b>CRM</b></p> <p>Oro started as a CRM and carries the feature-set throughout, allowing sales people, account managers and/or other non-ecommerce users to view orders and activity.</p>	★★★★★	★★★★★
<p><b>MERCHANDISING &amp; DISCOUNTING</b></p> <p>Magento relies on rules engines to create discounts. For traditional B2C merchandising features like short-term promotions, coupons, gift cards and the like, Magento serves better.</p> <p>Oro's promotions are largely organized around price lists, assuming discounts are applied via brand or supplier. Oro has a scripting language that is relatively easy to learn that allows administrators with some technical inclination to create promotions and discounts that would be very difficult to replicate in Magento's admin system.</p>	★★★★★	★★★★★
<p><b>CMS</b></p> <p>Magento Commerce (fka Enterprise Edition) offers a more robust system for deploying content including a drag-and-drop page editor, scheduling of CMS updates and an overall experience that is likely to be more user-friendly for non-developer merchandisers and content writers. However, it is not a robust CMS system like WordPress or Drupal.</p> <p>Oro Commerce's system does allow for the customization of pages and content blocks and has a more flexible menu/navigation system than Magento. However, you really need to be comfortable with HTML and CSS when creating content. It lacks content staging tools.</p>	★★★★★	★★★★★

**LET'S TALK** Platform selection can be risky and challenging for many companies. We're here to help!

**CALL 877-240-2351**