The Big B2B Catalogue

4 ways ecommerce technologies
elevate brands to unprecedented success

BraveBison   blackbit   ACTUM Digital   rb2 we develop   Adacto | ad·acent

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B2B ecommerce revolution:
Navigating challenges and harnessing opportunities

B2B ecommerce plays an extensive role in global trade. Until a few years ago, B2B companies mainly relied on traditional sales channels, and ecommerce was more of an option. However, the rapid evolution of macroeconomic conditions and the increasing digitalisation of market players has prompted more and more B2B companies to invest in the online space.

As an ecommerce platform, BigCommerce has had a front-row seat to witness the B2B ecommerce boom over the last few years, especially in Europe. Today, around 20% of BigCommerce customers use our solution primarily for B2B sales. Additionally, in a recent study we conducted of global B2B buyers, 74% stated that they use online platforms to transact and make purchases for their business, with 50% saying that they make online purchases for their business a few times per week.

While ecommerce is an opportunity for B2B brands to reach more customers and increase sales, it does come with considerable challenges. For instance, what channels should you use to reach the right B2B buyers, and how can you create online experiences that satisfy all the specific needs of so many different buyers?

Global survey of B2B buyers showed:

74%
use online platforms to transact and make purchases for their business

If this wasn't enough, a recent Wunderman Thompson study shows that nothing is certain in the current economic state with 62% of global B2B buyers saying that the rising inflation costs and the cost-of-living crisis made them more inclined to switch suppliers, and 85% of B2B buyers would turn to a competitor if their supplier's digital channel can't keep up with their needs.

Additionally, in BigCommerce's survey, B2B buyers ranked high inflation as the number one macroeconomic factor that has influenced their purchasing decisions, followed by supply chain challenges.

This highlights the fact that acquiring new customers is as important as ensuring the loyalty of the current ones. Thankfully, more modern and agile technologies are now available to a wide range of B2B businesses. The key is to understand which ones will be the best fit for your needs and how to integrate them with your strategy.

In this guide, BigCommerce along with some of our key European partners, including Brave Bison, Adacto | Adiacient, rb2, Actum, and Blackbit, are demystifying the wide array of technical solutions that can help B2B companies achieve their business goals.

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Building your B2B ecommerce foundation

Written by **BraveBison**

The digital transformation project undertaken by MKM Building Supplies, the UK's largest independent builder's merchant, perfectly illustrates what should be done to build a solid B2B ecommerce presence.

It was a significant endeavour that required a robust and flexible ecommerce platform. With its unique business model and customer-centric, local-first approach, MKM faced a range of complex business rules and a pressing need to modernise its digital experience.

Modernising the digital experience.

With branches serving customers across B2B, B2C, and B2B2C, MKM's business model was uniquely complex. It needed to create smooth workflows and unified experiences. A strong recommendation for B2B companies looking to launch online or replatform is to find a solution that integrates seamlessly with your existing systems.

The company's decision to adopt BigCommerce was influenced by several key factors that helped create a compelling and unified online/offline customer experience. BigCommerce, with its best-in-class ecommerce functionality, was expanded upon through microservices tailored to MKM's unique requirements.

Streamlining your workflows.

BigCommerce's API-first approach enabled MKM to create integrations and automate workflows, reducing administrative burden and allowing the sales and marketing teams to focus on their core tasks. This was crucial in building key team buy-in, as it not only simplified their work but also empowered them with tools to serve customers better.

To extend BigCommerce's functionality, MKM leveraged **Bloomreach's solution**s for CMS, product search, product recommendations, and SEO enhancements. These are the types of microservices that can truly optimise your daily work. In that particular use case, they were utilised for various other services, such as real-time integration with MKM's ERP in the 'My Account' area, facilitating top-up payments, credit payments, and branch locator services.

MKM's complexities were further compounded by the need to manage over 100 inventory lists, tens of thousands of product SKUs, nearly 200,000 registered customers, and an astounding 1.79 billion-plus customer-product price combinations.

The BigCommerce platform, with its headless architecture and Open SaaS capabilities, provided the flexibility and scalability to manage these challenges effectively. In addition, the platform's PCI secure checkout application and pre-integration to payment providers ensured that transactions were secure, a key consideration for B2B buyers.

Enhancing security.

Regarding security and compliance, BigCommerce is PCI-compliant out-of-the-box and adheres to the OWASP Top 10. The same level of security was maintained on the front-end and microservice back-end, with MKM undertaking penetration tests and PCI scans, all of which passed successfully.

For B2B brands like MKM, creating a unified online/offline experience means having an ecommerce platform able to manage complex business rules like customer-specific pricing, branch-specific stock management, and local delivery zones. And additionally, you need a solution that seamlessly integrates it with your existing sales processes and business systems.

Creating a unified customer experience.

MKM chose **Vue Storefront** due to its pre-built integrations with Bloomreach and BigCommerce, significantly reducing its time to market — a crucial factor for MKM, given their strict timeline. Furthermore, Vue Storefront offered a complete storefront-as-a-service solution, reducing the burden of maintenance and infrastructure management.

The SEO functionality in Vue Storefront was fully customisable, allowing MKM to create an SEO strategy based on Bloomreach integration for standard pages and leveraging BigCommerce API for product description pages.

Business growth through digital transformation.

MKM's experience is a testament to how such a platform can streamline workflows, integrate with existing systems, empower sales and marketing teams, and enhance the overall online buying experience. By utilising the combined strengths of BigCommerce, Bloomreach, and Vue Storefront, MKM could create a robust and flexible ecommerce solution that catered to their unique needs.

The impact of the transformation has been significant. With the new platform, MKM witnessed a 23.1% increase in year-on-year traffic, a 31% increase in total web orders, and a 31.5% uptick in revenue. This transformation underscores the potential of such an ecommerce platform to meet not only complex business requirements but also drive significant business growth.

Key takeaways.

Wherever you are going for the first time online and in need of optimising your existing online presence, it is essential that you find solutions that fit your business needs and existing systems. Moreover, your ecommerce platform needs to be flexible enough to build unique experiences but also be a robust foundation so security and maintenance aren't a burden for your team.
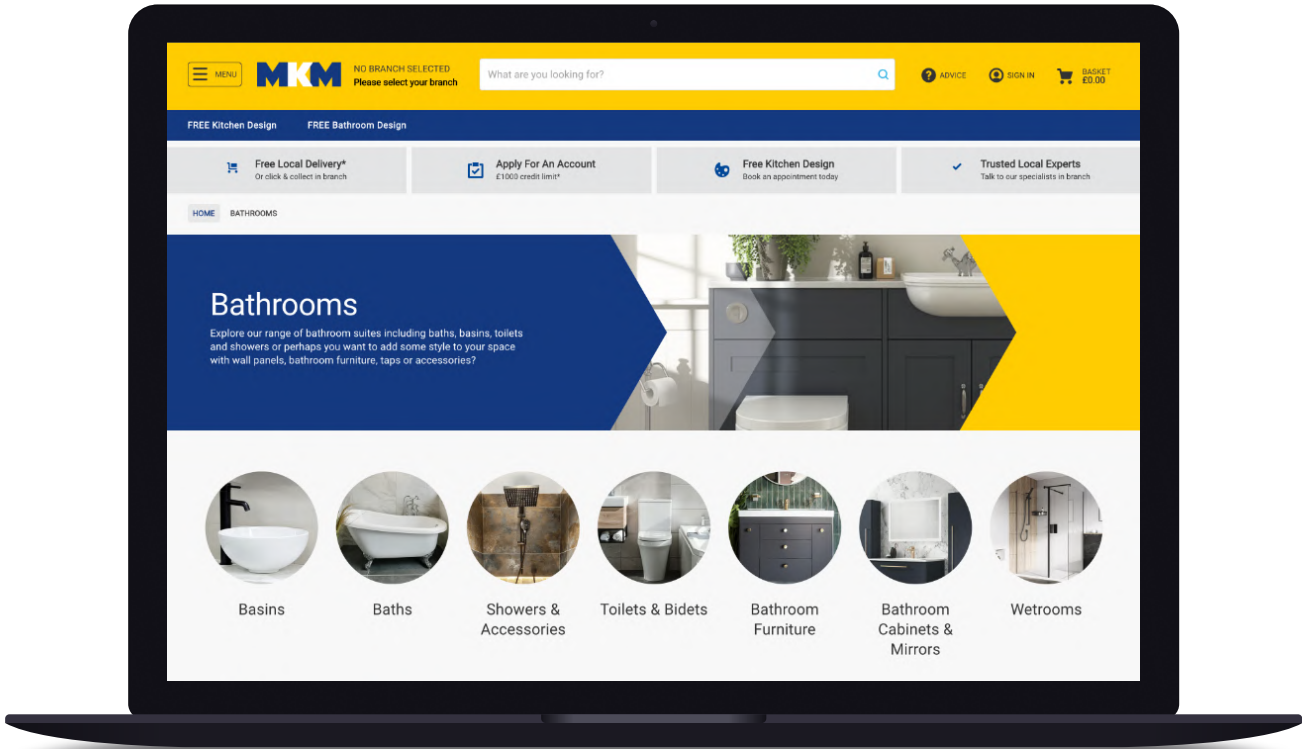
Composable commerce is the future for B2Bs

Written by **blackbit**

What are the composable technologies in digitalisation and digital commerce?

According to our 3C methodology, the core of any digital commerce strategy is to create value based on an outstanding brand and user experience. This requires content, commerce and digital customer engagement (community).

In the past, attempts were made to combine different specialised applications to optimise the user experience in ecommerce (best-in-breed). In practice, this approach often failed because interfaces between the different applications were costly to create and maintain, and the different technologies also prevented a consistent user experience (you are undoubtedly familiar with search functions that sometimes find content, sometimes products).

Integrated platforms do not require interfaces to connect the different functional areas of their software suite. Still, the scope of the individual modules quickly reaches its limits, or there are development frameworks that require a great deal of customisation.

The composable commerce approach now promises to combine the advantages of both approaches while bypassing the disadvantages. The core of the composable approach is a headless front-end independent of the back-end applications. The front-end provides a consistent user experience across all functional areas and the entire user journey and is connected to the various back-end systems (ecommerce, content management, personalisation, search, etc.) via APIs.

The development of the front-end and the continuous optimisation of the user experience becomes independent of the back-end systems used, which can be replaced if necessary. There is a change in perspective from what is technically possible to what is desired by the customer. If customer and market requirements cannot be met, individual back-end applications can be replaced without questioning the entire platform.
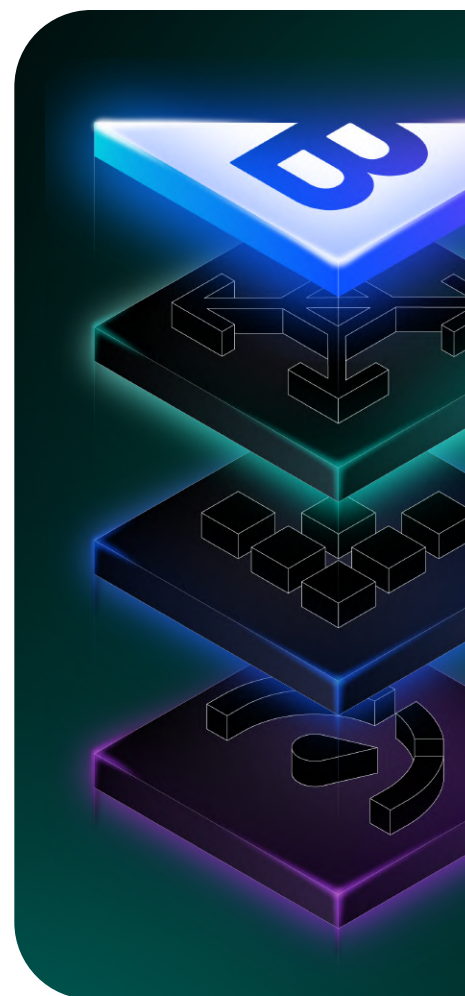
Why is composable commerce so important for B2B commerce in particular?

In Germany, according to **Wunderman Thompson's recent report**, 63% of the buyers begin their buying decision online, yet 51% of B2B buyers on a global scale say B2B retailers do not understand the online selling challenges. The generational shift has been a long time coming for businesses, so it's no surprise that 66% of global B2B buyers expect a similar experience when buying from a B2B website as they would from a B2C website. When 57% of German B2B buyers say they are more likely to buy from a vendor that inspires them, it's proof that an order-only function is no longer meeting the expectations of the majority of your business customers.

Recommendations for B2B companies.

Experience shows that, in many cases, it is impossible to switch directly from one technology to another. The market is in a constant state of flux, and technologies are constantly evolving. So there are always opportunities to take steps toward composability to gain the flexibility to meet the demands of tomorrow. When selecting future backend systems, look for strong APIs and suitability for a modular architecture.

A recent survey of B2B buyers showed:

63% begin their buying decision online

51% of B2B retailers do not understand the online selling challenges

66% expect a similar experience when buying from a B2B website as they would from a B2C website

Developing new acquisition channels

Written by **Adacto** | **adacent**

The events of recent years — from the pandemic to the global economic crisis — have greatly accelerated the development of digital sales channels in a B2B sector that is inherently tied to more traditional sales strategies and methods. Omnichannel sales platforms and tools for B2B are now widely available and accessible.

Still, the questions every merchant and agency should ask themselves are: how can B2B businesses maximise the potential of this multichannel strategy? Which tools should I invest in to maximise returns? How can digital marketing be used to attract new B2B customers?

Selecting the right social channels.

First and foremost, we need to understand how general factors influence the growth of the B2B digital channels. The new B2B customers are increasingly becoming millennials or younger. These generations are accustomed to making their purchases online. Therefore, it is natural to reach these new buyers through the channels they use the most — and these are undoubtedly social networks.

Today, the boundary between personal life and work for millennials and Gen Z is increasingly blurred, and these users often seek content related to their professional sphere on social channels, but "packaged" with the appeal and immediacy that characterise more playful and casual content.

Therefore, B2B merchants need to establish a presence on social channels. And this means not only social networks traditionally associated with professionals and working people, such as LinkedIn or X, formerly known as Twitter, but social media more typically linked to infotainment such as YouTube, Instagram, Facebook or TikTok.

Merchants should manage these channels by adapting their tone of voice and the type of content they publish: on LinkedIn, communication will be more corporate, focusing on brand positioning and reputation, while on TikTok or Instagram, short and catchy content will be prioritised to encourage social shopping.

In this sense, we could say that, compared to traditional PPC advertising, social marketing is generally more effective as it allows for optimal narrowing down of the target audience while also having lower costs, although it requires the production of more specific content.

Maximise results and minimise costs with marketplaces.

Another important channel for visibility and lead acquisition is marketplaces.

Today, there is an increasing number of marketplaces that offer B2B services and products alongside B2C. For instance, consider generalist marketplaces like Amazon Business or those in the DIY, HVAC, pharmaceutical/cosmetics or fashion industry, as well as price comparison websites — a tool increasingly used in B2B product searches.

Of course, not all marketplaces are suitable for every business, and to avoid wasting budget and resources, B2B merchants should pay attention to the marketplace they select for their product and the overall fit to their audience.

In this regard, merchants need to adopt syndication tools that allow them to manage the publication of catalogues and price lists and receive orders from marketplaces on their own digital commerce platform, thus also favouring inbound marketing. This will help maximise results while minimising management costs. Choosing best-in-breed tools like Feedonomics is certainly a good way to quickly conduct market tests and then operate effectively across multiple channels.
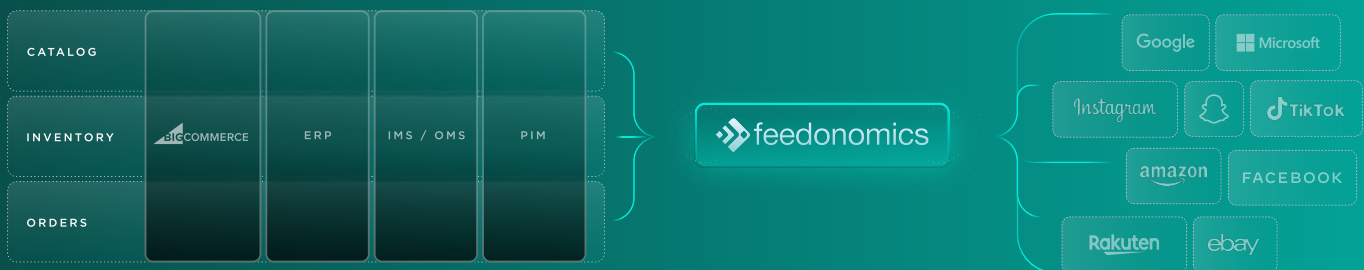
Expand your audience by going DTC.

Almost all B2B companies whose products reach the end consumer's supply chain (manufacturing, distribution, etc.) will eventually consider the possibility of disintermediating certain steps in the supply chain and transitioning from a B2B/D2B model to a direct-to consumer (DTC) model.

The main issues that companies must consider are: refraining from competing internally with their traditional distribution channels (which may also have their own operated digital channels) and being prepared from a logistical and technological standpoint.

Regarding the latter, it is essential to be able to rely on a modern, flexible, secure, and scalable SaaS digital commerce platform. Browsing and purchasing experience on the platform must be consistent and frictionless for both B2B and DTC processes. Specific tools designed for B2B, such as multi-level corporate accounts, request for quotation, and customer-specific price lists, must go hand in hand with an appealing B2C-like UX and UI, secure electronic payments, and more.

Especially since nowadays the target users of our digital commerce platform come from seamless B2C-like experiences on marketplaces and portals, and so they expect to find the same type of experience, tools, and flexibility on a B2B or DTC platform.

Key takeaways.

B2B omnichannel selling is all about finding the right balance between adapting to your customers' habits — building a more B2C-like approach to your ecommerce strategy — while still answering professional needs for efficiency and specific payment methods, to name a few.

How to expand your potential market by selling cross-border

Another option that B2B merchants should consider to reach new potential customers directly is to expand their digital business cross-border. Oftentimes, B2B companies rely on distributors to cover foreign markets or a network of resellers; however, this strategy can work synergistically with direct sales, if you are being cautious not to saturate the market across various channels.

What does it take to sell in foreign countries? First, you need to be able to manage price lists in different currencies, in addition to translations and localisations in foreign languages for your web stores and your various channels (as marketplaces). Therefore, you'll need tools and platforms capable of delivering segmentable multi-storefronts based on target audience, country, language, currency, and catalogues.

Using multi-storefront capabilities, B2B merchants can tailor their online presence to different markets, and provide localised experiences to potential customers in foreign countries. A localised experience means offering pricing in local currencies, providing product information and descriptions in the local language, and adapting the overall user experience to cater to the preferences and expectations of customers in each specific market.

Additionally, ensuring seamless, secure international payment options are crucial. This involves integrating payment gateways that support international transactions, and offering various payment options, such as credit cards, digital wallets, or localised payment methods specific to the regions you're selling in.

Furthermore, you need to establish strong logistics and shipping processes. B2B businesses should partner with reliable shipping providers and consider the logistical challenges of international shipping, including customs regulations, import/export duties, and delivery tracking.

Lastly, effective customer support is crucial to building trust and maintaining long-term relationships with international customers. Offering multilingual customer support, accessible through various channels like email, live chat, or phone, can help address customer inquiries and resolve any issues they may encounter during the purchasing process.

Expanding a B2B business digitally into foreign markets requires careful planning, investment in the right technology and infrastructure, and a deep understanding of the cultural and market dynamics of the target countries. Fortunately, by leveraging the power of digital channels, localisation, and providing exceptional customer experiences, B2B brands can successfully tap into new markets and capitalise on the opportunities presented by cross-border trade.

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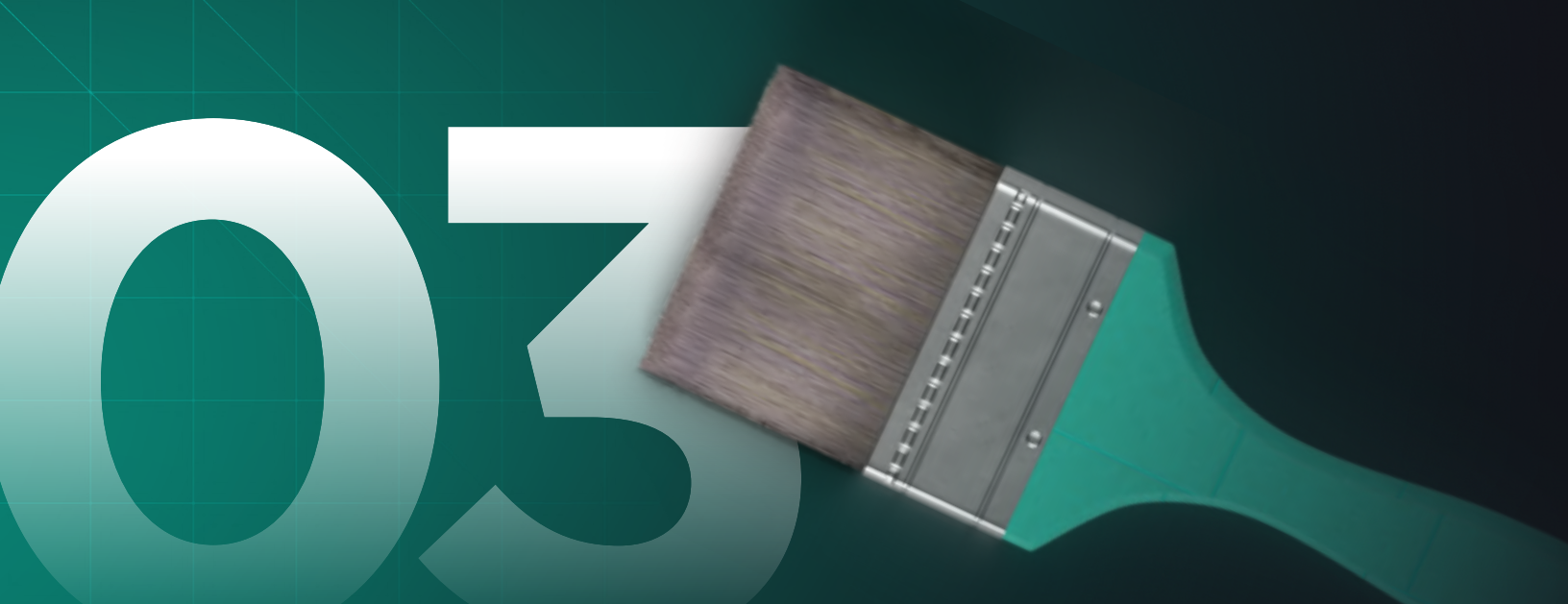
Creating a customer experience that drives loyalty

Written by **rb2** we develop

Customer experience has become the cornerstone of successful ecommerce, subscription, and loyalty platforms. As businesses continually aim to provide an optimal user journey, key technical enhancements and strategies can create an experience that not only meets customer expectations but also encourages loyalty. That loyalty can translate into a host of business benefits that no one wants to miss out on.

Technically improving the front-end customer experience.

The first point of contact between a customer and an online platform is through its user interface (UI), making front-end improvements possibly the most important part of any development.
These enhancements can significantly lift the customer experience but need to do so without disrupting the platform's stability.

A significant factor in user experience is site speed. Amazon discovered that for every 100ms of delay in page load, there is a 1% decrease in sales — at scale, that's huge. Therefore, implementing tactics such as code minification, reducing HTTP requests, or using a specialised content delivery network can ensure your website loads faster, encouraging user engagement, reducing bounce rates, and boosting the top line.

Adding multiple payment methods is also a surefire way to enhance customer experience. More payment options increase the chances that customers can use their preferred method, decreasing cart abandonment rates.

Although not a new trend, mobile commerce continues to rise, so developing a mobile-first platform is crucial. Responsive design that adjusts to various screen sizes ensures a seamless user experience — irrespective of the device used. That means your brand is never diluted, and loyalty is never jeopardised.

Key B2B features that simulate a B2C experience.

Creating a B2C-like experience for B2B customers can help streamline their buying journey. Some features that can provide this are intuitive navigation, personalisation, and comprehensive product information. Sure, B2B is its own category, but the individuals who work at these businesses are consumers themselves, so they have pre-existing expectations of how a platform should work.

Intuitive navigation helps guide B2B customers to their desired products quickly, and it is essential in the time-critical settings of workplace purchases. Incorporating filters, search options, and clear categorisation help streamline product discovery — mirroring the ease found in B2C platforms.

Personalisation can go a long way in enhancing the B2B experience. Offering personalised product recommendations, special pricing, or displaying content relevant to the customer's industry can provide a tailor-made shopping experience similar to B2C platforms. Think about how often you've clicked on a related show or movie on your favourite streaming service.

Detailed product information — including specs, pricing, and availability — can help B2B customers make informed purchasing decisions. Video demonstrations, customer reviews, and product comparisons can further enrich this information: providing a B2C-like shopping experience. Having a system that collates product information into clear PDFs that employees can share with their organisation is also a helpful tool.

Tools for personalisation and segmentation.

AI-driven tools can help segment B2B customers based on their behaviour, preferences, and past interactions. This segmentation allows businesses to better provide customised experiences for different types of B2B buyers — which, as already mentioned, is very important.

For instance, machine learning algorithms can analyse customer behaviour to offer tailored product recommendations. Personalised email marketing software can be used to send targeted messages based on the customer's previous actions, enhancing engagement and driving repeat purchases. Abandoned carts can often be regained by a well-timed email based on a customer's previous behaviour.

Leveraging data for enhanced customer understanding.

Data is key to understanding customer needs. It has become its very own currency in the eyes of many businesses. Collecting data via customer interactions, surveys, and behaviour tracking can provide insights into their preferences, purchasing habits, and pain points. All of this can be used to better market and target in the future.

With good-quality data, you can push your product offerings, enhance your marketing strategies, and customise your platform to cater to individual customer needs. AI and machine learning algorithms can further analyse this data to identify patterns and trends, providing deeper insights into customer behaviour.

Key takeaways.

Creating a customer experience that drives loyalty involves a blend of technical enhancements, strategic personalisation, and data-driven decision-making. By prioritising these areas, businesses can create an ecommerce platform that meets customer expectations, drives loyalty, and fuels growth.

The right coffee for every taste

One household brand that has pushed for customer experiences that drive loyalty is Lavazza Nederland. Over the past 120 years, the coffee brand has developed into one of the most highly regarded names in its industry. It is not only loved by consumers but also has over 4000 business customers in the B2B market too. To optimally serve both B2C and B2B clients, the current ecommerce platform had to be refreshed and improved.

Bluespresso BV, the distributor of the Lavazza coffee brand in the Netherlands and Belgium teamed up with rb2 and BigCommerce to build a scalable, future-proof ecommerce platform.

The challenge.

The new ecommerce platform had to provide a solution that fitted the Dutch distributor of Lavazza, Bluespresso's specific requirements. However, the look and feel of the platform had to be preserved so that the customer experience wasn't negatively impacted. In addition, the new platform had to be seamlessly integrated with the other core ecommerce systems that the brand uses, all the while supporting both consumers and business customers simultaneously.

The result.

Together with BigCommerce, rb2 developed a platform with functionalities that support the brand big ambitions. This includes a loyalty system, the ability to offer targeted promotions, and a new content management system all based on the composable Accelerator from rb2, CoreConnect. CoreConnect comes with a standard PIM, CMS, and Commerce engine based on the headless version of BigCommerce. With these technologies, rb2 created a best-practice composable setup for Lavazza by Bluespresso that has continued to build on its early success.
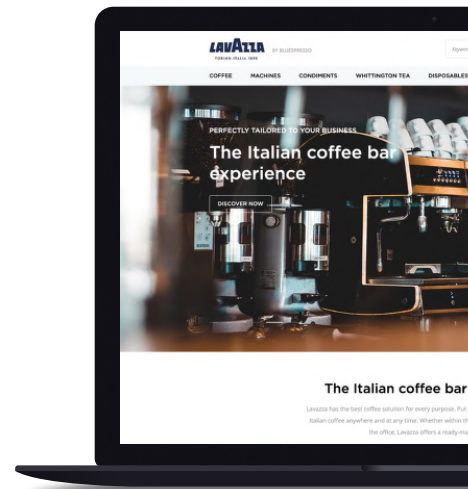
Improving efficiency and productivity

Written by **ACTUM Digital**

Having a dedicated B2B ecommerce platform is a must for businesses looking to thrive in the online marketplace. But how can a business maximise its potential? One way is to leverage features like catalogue management, pricing levels and order management to ensure smooth operations. However, to stay competitive, you must create an ecosystem around the platform. This involves integrating back-office systems and utilising technology for content management.

Let's dive into strategies and tech solutions for streamlined operations and enhanced efficiency in B2B ecommerce.

Streamlining operations through system integration.

To fully optimise operations, B2B companies with existing ecommerce solutions should focus on upscaling their platform and creating a unified ecosystem. This can be achieved by integrating an ecommerce platform with other back-office systems. Such integration examples include:

- **PIM for superior product data quality**
- **Headless CMS for seamless content creation and distribution**
- **CRM system for efficient client data tracking**

Together, these integrated tools can improve user experience and streamline the purchase journey. However, integrating these platforms with existing B2B processes requires time and specific knowledge. Only a handful of top digital agencies have dedicated teams to facilitate effective integration, enabling businesses to automate data treatment and achieve a synchronised flow of information between systems.

Enhancing product content management for digital shelving.

Customer expectations about the content are skyrocketing as they bring their personal B2C ecommerce experience into their professional B2B activities.

The findability of your product and a strong UX on your website is crucial to conversion as it determines about **95%** of your visitors' first impression. The purchasers expect high-quality images, detailed descriptions, and additional content like FAQs when browsing the website.

When buyers' expectations are so high, businesses are overwhelmed with managing vast product catalogues and updating the product information to ensure customers have all they need to complete the purchase. To simplify digital shelving and centralise product information, businesses need efficient solutions for product content management.

Enter a **product information management (PIM) system** — a master data management system for the product domain. When integrated with an ecommerce platform and ERP, it can boost competitiveness and streamline a complete range of workflows. These might include:

- Creating materials and product information even before using them in ERP
- Updating product information in real-time
- Ensuring consistency across various sales channels
- Exporting product information to ecommerce platforms and other media with ease

With simplified digital shelving, B2B companies can present accurate and compelling product information, driving customer engagement and improving operational efficiency.

The power of single view of the customer and B2B data analysis.

For B2B businesses having The Single Customer View (SCV) is like having answers to all the questions about their customers. By integrating customer data from various systems, such as CRM and sales databases, businesses can gain a comprehensive understanding of their clients and deliver personalised communication. According to **Forbes,** 80% of companies report seeing an uplift after implementing personalisation in their strategy.

Yet, challenges arise while implementing SCV for B2B companies. Overlapping data across systems complicates narrowing it down. Moreover, B2B sales communication involves multiple stakeholders representing the company at various touchpoints. It's important to identify several personas within a company you will communicate with and tailor a different message for each.

Data collection and analysis are pivotal in creating a successful Single Customer View. B2B companies must evaluate the structure of their data, how it is collected and identify areas for improvement to optimise operations. This alignment will enable the generation of data reports and analytics, facilitating more informed decision-making.

Leveraging data optimisation for greater efficiency.

Data optimisation is a process that ensures the accuracy, consistency, and reliability of data. Businesses can enhance operational efficiency and save valuable resources by collecting, structuring, and analysing data. Optimised data enables businesses to build data lineage, make accurate forecasts, identify trends, and uncover actionable insights. Data analytics tools and techniques further aid in extracting meaningful information from vast datasets. B2B companies can leverage these insights to streamline processes, enhance supply chain management, and improve efficiency.

Key takeaways.

Integrating back-office systems, leveraging technology for product content management, and harnessing the power of data — this is how businesses gain a competitive edge. The path to success lies in adopting the best tech solutions, like B2B ecommerce and PIM platforms. Moreover, recognising the value of an SCV and investing in data optimisation strategies uncovers actionable insights. Embrace these strategies and solutions to unlock efficiency, productivity, and ecommerce success.
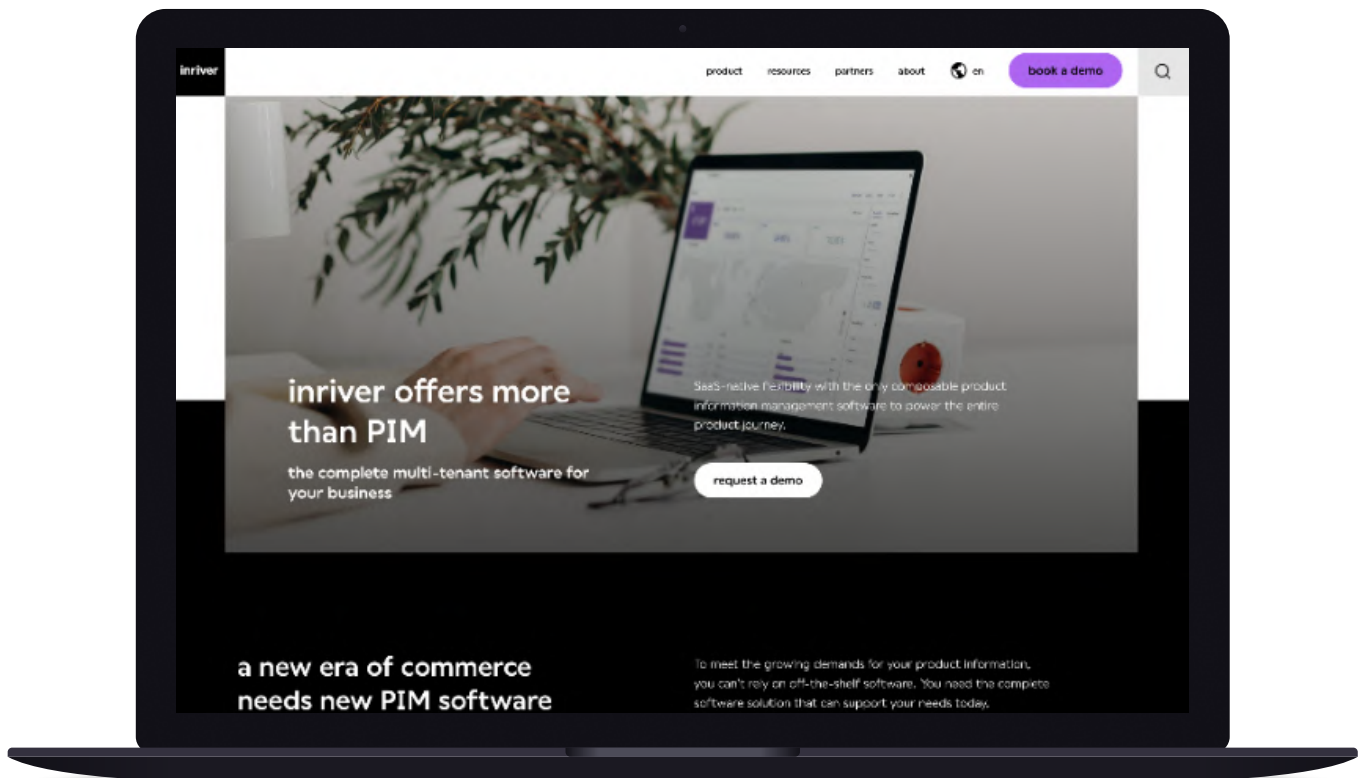
A new era of
B2B commerce

We find ourselves amidst the digital era, where those selling B2B have, for a time, lagged behind. Even businesses that have embraced digitalisation have often found that the available tools did not cater to their requirements.

This is no longer the case. We are entering a new phase for B2B brands, where ecommerce is the cornerstone of a robust and modern sales strategy.

Today, armed with the appropriate technologies and a comprehensive understanding of their technical applications, you can adopt an omnichannel approach that aligns with the purchasing habits of the new generation of B2B buyers. By doing so, you can expand your business to new frontiers.

Your prime focus should now be building frictionless and personalised online experiences for each buyer. Leave the concerns of maintenance and security to your ecommerce platform while you concentrate on sales and forging strong relationships with your clients. Additionally, the right support and technologies can empower your teams, making your business more productive and efficient.

We hope this catalogue has provided you with inspiration to discover the optimal solutions for achieving your online success.

About the teams

Explore how the partner ecosystem behind those pages can assist you in realising your specific aspirations. Reach out to the teams to know more.

BigCommerce

BigCommerce (Nasdaq: BIGC) is a leading open software-as-a-service (SaaS) ecommerce platform that empowers merchants of all sizes to build, innovate and grow their businesses online. BigCommerce provides merchants sophisticated enterprise-grade functionality, customisation and performance with simplicity and ease-of-use. Tens of thousands of B2C and B2B companies across 150 countries and numerous industries use BigCommerce to create beautiful, engaging online stores, including Ben & Jerry's, Molton Brown, S.C. Johnson, Skullcandy, Solo Stove, La Perla and Vodafone. Headquartered in Austin, BigCommerce has offices in London, Kyiv, San Francisco, and Sydney.

Learn more

Brave Bison

A different beast: we're a media, marketing and technology company built for the new era. Connecting digital experiences, creators and conversions, we embrace the complexity of our clients' worlds and ours to deliver sustainable growth.

Learn More

Adacto | Adiacent

Adacto | Adiacent is the reference digital business partner for the Customer Experience and the digital transformation of companies. Thanks to its integrated expertise on data, marketing, creativity and technology, it develops innovative solutions and structured projects to support you in your growth path. Adacto | Adiacent has 9 offices throughout Italy, and 4 offices based abroad (Spain, China, Mexico, USA) to better support companies with a team of more 350 people. From platforms development to data analysis and artificial intelligence, from communications and marketing strategy to creative concepts, up to the world of virtual reality: Adacto | Adiacent carries out projects that involve many different areas of expertise to help the companies achieves concrete, traceable and valuable results.

Learn More

rb2

rb2 is a cutting-edge tech agency that transforms your challenges into technical solutions, developing and integrating them seamlessly with your business. Whether you're an SME or an Enterprise organisation, we can build e-commerce, subscription, or loyalty platforms that your business can grow with. Our IT Architects, Lead Developers, and Delivery Managers in the Netherlands make sure every project is on point, and are backed by an international development team that help bring your ideas to life. At rb2, your problem is our project, and we're here to make technology work for you.

[Learn more](#)

ACTUM Digital

One of the largest independent digital agencies in Europe, ACTUM Digital is a family of more than 300 digital experts working in three European offices on hundreds of projects in over 15 languages for a vast range of global clients.

[Learn More](#)

Blackbit

We accelerate the development of your company in digital commerce through outstanding brand experiences and relevant added value. To achieve this, we rely on leading technologies, an agile business organisation and innovative methods that place people as users, business partners and employees at the centre of our activities. In this way we make our contribution to the positive shaping of the future.

[Learn More](#)