

Case Study

Platform Genius: \$1B Medical Distributor Selects eCommerce

From 12+ Months of Indecision to Platform Selection in a 150 days



\$1B Distributor Leverages Platform Genius to Replace Sunsetting eCommerce

The Situation

When SAP announced the sunset of SAP Commerce Cloud, a billion-dollar medical distributor faced a crisis. Their capable internal team had spent 12+ months on due diligence—collecting requirements, conducting data rooms with major vendors, running extensive demos.

Yet after all that effort, they still couldn't make a decision.

The problem wasn't lack of expertise - they had a very capable team. But translating their complex eCommerce needs into platform capabilities would take time. And they'd engaged numerous vendors, done multiple 'deep dives' and still had little clarity. How would they differentiate when every vendor query was 'yes' and every feature was 'out-of-the-box'.

***"We can't miss on our next
eCommerce platform. We HAVE
to get this right"***

Director, Digital & eCommerce

The 120-Day Reset

Discovery for this distributor surfaced over 100 use cases and 1,200+ platform-specific, scoreable capabilities. This wasn't starting from scratch—it was translating business needs into technical specificity that made comparing platform capabilities simple & objective.

The process evaluated 18 platforms - including one they'd never considered - and required vendors to demonstrate their platforms ability to deliver on custom granular capabilities. Objective scoring revealed what was truly "out of the box" versus what required customization, integration work, or additional licensing.

The Outcome: Precision, Speed, and Complete Defensibility

The requirement framework generated 30,000+ data points across 18 platforms—revealing a clear leader the client had never evaluated.

Fast Facts

Situation: Sunsetting current platform (SAP Commerce)

Complexity: Acquisitions, multi-store, multiple DCs, subscriptions, order workflows, catalog complexity, more...

RFP By the Numbers

Shareholders: Dozens

Prior Search: 12+ mos.

Platforms: 18 evaluated

Data Points: 30,000+

Use Cases: 110

Outcome

Winner: Not on prior radar

Completion: ~5 months

Key Insight: Comprehensive methodology and scoring brought clarity and internal defensibility.



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The Outcome: Precision, Speed, and Complete Defensibility (cont'd)

Many vendors from their original shortlist were eliminated through objective scoring. The winner? A platform purpose-built for their exact use cases that their vendor-led demos had never surfaced.

In the end, this distributor was able to evaluate more platforms, to ensure they didn't miss. With Platform Genius this didn't add to the timeline and, in the end, surfaced a platform they'd never previously evaluated. Total timeline: 5 months (vs. 12+ months of ambiguity).

Scoring also aided in revealing areas of customization, which "out of the box" claims were accurate, and where hidden costs were likely—giving dozens of stakeholders objective understanding instead of subjective debate.



About

Lost in digital? We're your GPS.

B2B Squared guides B2B companies through the chaos of digital evolution with the precision of turn-by-turn navigation. We pinpoint where you are (digital maturity assessments), map the smartest route (strategy workshops), find the right technology pit stops (Platform Genius selection tool), optimize your journey (Flywheel B2B marketing automation and SKU Factory for product data), and help navigate the roadblocks (The Digital Roadmap newsletter).

No guesswork. No detours. Just the fastest, most-efficient route to delivering the digital experience your customers deserve.

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