

Balance Internet launches second edition of 'Digital Transformation in B2B eCommerce' whitepaper

Melbourne, AUSTRALIA — Balance Internet has launched a 160-page whitepaper with the title 'Digital Transformation in B2B eCommerce — Driving success and growth in 2021 and beyond.'

The whitepaper's 19 chapters each tackle a different digital transformation aspect in B2B (business-to-business) eCommerce, such as Inventory Management, Merchandising and Personalisation, Marketing Strategy and Business Intelligence.

"The B2B industry is set for disruption after the learnings of last year," said James Horne, Managing Director at Balance Internet. "There has historically been a distinction between B2C and B2B approaches, but in recent years, the line between the two has been fading, if not disappearing completely. The COVID-19 pandemic has amplified this".

The whitepaper interviews 40 experts from across the eCommerce landscape, featuring insights from companies including Adobe, The B2B eCommerce Association of Australia, Shippit, Magento Commerce and more. As well as relevant topical research, the whitepaper includes practical advice and considerations for differentiating your B2B brand.

Balance Internet is a highly specialised eCommerce agency with unmatched B2B industry expertise that guides their first-class digital delivery process. Balance Internet is one of the most experienced B2B eCommerce solution providers in the Asia-Pacific region, with members of the leadership team working in the space since 1996. With Magento Commerce technology at the core, Balance creates high-performing solutions that harmonise digital ecosystems.

Balance Internet is at the forefront of B2B digital transformation strategy and development. Backed by an ever-growing team of certified developers, creative designers, business analysts and eCommerce specialists, Balance drives success with holistic, best-practice, fully-integrated solutions designed to grow a business and deliver results.

The whitepaper is now available for download on Balance Internet's website:
<https://www.balanceinternet.com.au/digital-transformation-b2b-ecommerce/>

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About Balance Internet

Balance Internet is an award-winning Australian eCommerce solutions provider, specialising in building and supporting seamless integrations for large organisations. Balance Internet has offices in Melbourne, Sydney, Canberra, Auckland, Brisbane, Ha Noi and Kharkiv; giving clients a global footprint with local acumen. The company delivers innovative, high-performing solutions that have been recognised globally. They are one of the most experienced eCommerce solutions providers in Asia Pacific, with members of the core team working in the space since 1996.

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