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Considering the various business-to-business ideas, issues in B2B eCommerce implementation, and factors that affect and outcome of deploying the headless eCommerce into systems implementation, we have formulated the best we could.

We are ready to present here a detailed case study of Kimitsu Steel Pvt. Ltd, India's one of the largest B2B steel suppliers. Kimitsu is the leader now in the steel industry with the help of Webnexs' Headless eCommerce implementation. Webnexs primarily focused on the diffusion of innovation, and replacing the traditional eCommerce approach made all the results possible

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The case study results from how headless commerce and its components become a driving force for E-commerce development, from an initial push to improve their current offline business processes by adopting a new way of doing business.

E-commerce with Headless technology aims to achieve wholly flexible and improved company efficiency that is entirely driven by a desire for greater supplier involvement and customer service in later implementations.

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The case study extensively discusses how Kimitsu Steel's E-commerce innovations have changed over time and suggest by Webnexs that, in addition to considering the characteristics of the innovation process.

Let's start!

Multiple B2B category listing
Challenges:

Like every B2B business, the success factor lies in the store's usability in product arrangements. So any day, it is vital to present the site's primary product to allow the user to get an overview and be attracted to checking for all other available products on the site.

It is essential to offer proper access to the product the user is looking for, so "categorization of products" is critical. Hence, arranging the product lines and assigning them to the appropriate categories is vital in giving flexibility in search functions.

As a steel trader, Kimitsu is faced with a massive task; they have a diverse range of products with a wide range of technical properties. The product steel has hundreds of properties to consider before users buy it. So I started working on optimizing the multiple product categories listed under the category tree and providing more detailed information about the steel products. Within a short period, we had to examine thousands of their products with hundreds of technical properties. Check out how we did and provided a solution that corrected and expanded Kimitsu's steel business site.

Build your Headless Ecommerce platform with Webnexs today and start selling tomorrow!!!

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Solution:

We at webnexs have transformed Kimitsu's online presence by clubbing all their different product categories under a single hood using the categorization of products. All the classifications of steel products are carried out to the right level of categorization possible. All this is in the category tree under the bestest categories and sub-categories of the Kimitsu store.

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Performing a B2B headless implementation

Challenges:

Performing a B2B implementation analysis gives comprehensive information about the B2B solution development with the estimated time, cost, and other inclusive elements such as Kimitsu business's focus. We made a clear projection of the general client's system expectations for developing specific requirements and functions. So we started our pre-implementation analysis as it will directly impact the final B2B functionality outcomes.

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Solution:

Kimitsu's B2B implementation is to identify and retain high-value clients for the buyers' experience personalization.

Develop an eCommerce business platform that sells never like anything with Webnexs headless solution!!!

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API-driven architecture

Challenges:

Kimitsu has found that the conventional Monolithic architecture is no longer enough to run an efficient eCommerce business. They believed that their B2B eCommerce could play better in the market with a monolithic architecture. Still, they knew its limitations because it would be difficult to upgrade or downgrade the platform later on with the traditional architecture.

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Solution:

As the customer behaviors are constantly changing, We at Webnexs advised Kimitsu to go with Headless architecture. Because headless eCommerce is API-driven, making the current B2B headless implementation and future integrations much more accessible with several other platforms and third-party apps.

Since we started implementing robust APIs to their B2B platform, Kimitsu thanked us for using the API, which ensures them quick connections and getting platforms' features from scratch can "get" them by integrating with other software.

So we believe integrating with the headless API would help Kimitsu gain traction, growing at over 35% every year.

We hope the above success story is nothing short of inspiring, and we think there is much that your brand or ecommerce idea can learn from how Kimitsu started and converted customers.

Want to build one for you?

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