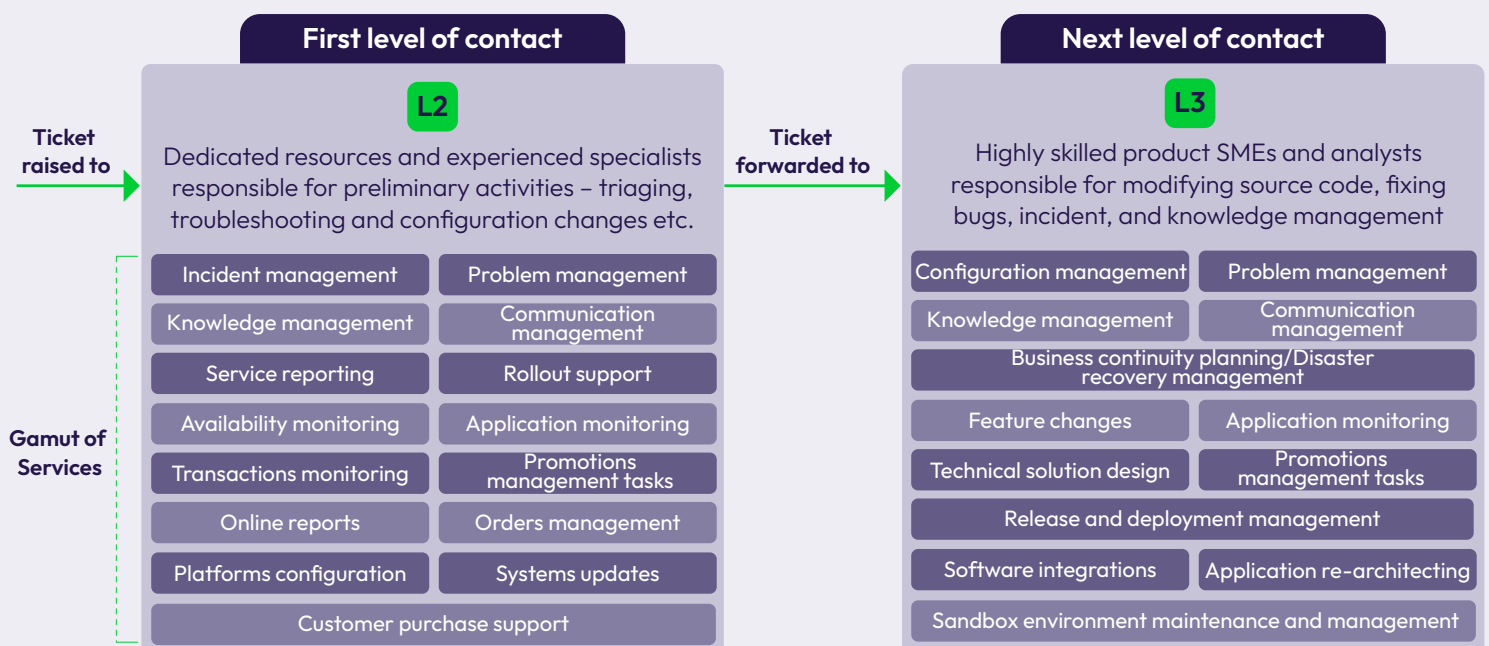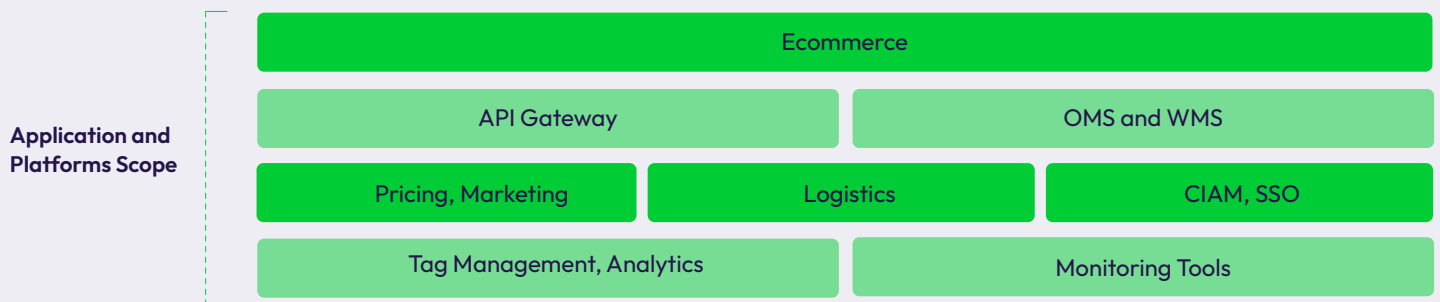# Drive higher ROI with B2B commerce-managed services

B2B commerce has undergone significant changes in the last few years brought in mostly by technological disruption, shifts in buyer expectations, and the need for greater efficiency and scalability.

Role of commerce-managed services

First level of contact

Next level of contact

Ticket raised to →

Ticket forwarded to →

L2

Dedicated resources and experienced specialists responsible for preliminary activities – triaging, troubleshooting and configuration changes etc.

L3

Highly skilled product SMEs and analysts responsible for modifying source code, fixing bugs, incident, and knowledge management

Gamut of Services

L2	
Incident management	Problem management
Knowledge management	Communication management
Service reporting	Rollout support
Availability monitoring	Application monitoring
Transactions monitoring	Promotions management tasks
Online reports	Orders management
Platforms configuration	Systems updates
Customer purchase support	

L3	
Configuration management	Problem management
Knowledge management	Communication management
Business continuity planning/Disaster recovery management	
Feature changes	Application monitoring
Technical solution design	Promotions management tasks
Release and deployment management	
Software integrations	Application re-architecting
Sandbox environment maintenance and management	

Digital platforms have redefined how businesses interact, transact, and build relationships. Enterprises now rely heavily on sophisticated ecommerce solutions that enhance customer experiences and streamline operations to a much greater degree. Amidst this evolution, commerce-managed services have emerged as crucial partners, offering the expertise and support to navigate the complexities of modern B2B commerce. Therefore, enterprises focus on their core competencies and strategic initiatives, offloading their day-to-day IT infrastructure and maintenance to managed services providers.

Speed, scale, and security are critical pillars of any enterprise digital commerce implementation. Commerce-managed service providers offer scalable infrastructure and flexible solutions while implementing comprehensive security measures. This holistic approach enhances the efficiency and reliability of digital commerce systems and builds customer trust, driving sustained business success. The shift toward digital commerce brings several challenges. Complex supply chains, disparate data sources, and evolving consumer expectations make managing B2B commerce operations an uphill task. With the right platforms, technologies, and expertise, enterprises can stay caught up on valuable growth opportunities. In light of these challenges, B2B commerce managed services empower businesses to leverage the latest in tech stacks without the burden of managing everything in-house. Partnering with a trusted managed services provider helps enterprises tap into a wealth of expertise that streamlines operations, scales solutions, enhances customer experience, and drives higher growth and revenue.

B2B commerce managed services encompass a range of offerings to support enterprises in their digital commerce initiatives. Some key components within this scope that enterprises must look for in a service provider include platform management, integration services, customization and development, hosting and infrastructure, monitoring and analytics, and reporting. These services must cater to the businesses' specific needs and be reinforced with robust customization and development services that adapt features and workflows to support the platform's operations. Security and compliance are another crucial area

of focus for enterprises. Service providers must ensure regulatory rigor and performance optimization to enhance user experience by integrating these ecommerce platforms effectively. Collectively, the role of a managed services provider is to help enterprises drive growth by empowering their businesses to maintain competitiveness.

Challenges that enterprises face today

There is a myriad of challenges that B2B businesses face while managing their commerce operations. These stem from inherent complexities in B2B transactions and the rapidly evolving nature of the digital landscape. Let's look at a few of these challenges:

Supply chains: B2B transactions often involve multiple stakeholders, intricate supply chains, and diverse distribution channels. Managing these complex networks can be daunting, particularly when coordinating inventory, fulfillment, and logistics across various partners and locations.

Legacy systems: Many businesses rely on legacy technologies that may need to be equipped to support modern commerce requirements. These systems may require more flexibility, scalability, and integration capabilities to adapt to disruptive market dynamics and evolving consumer expectations.

Competition: The B2B landscape is increasingly competitive, with new entrants and disruptive technologies reshaping industry dynamics. Businesses must stay agile and innovative to capitalize on emerging opportunities.

Addressing the above challenges requires a strategic partner with the right mix of technologies, processes, and expertise.

What do enterprises want, and how can a commerce-managed services partner address that 'want'?

Maximize ROI from their ecommerce investments? Yes, but there's more. Enterprises today seek comprehensive commerce-managed services that can address their diverse business needs and challenges. They look for solutions that offer scalability, flexibility, and agility to stay abreast with turbulent market dynamics and customer demands. Enterprises also prioritize reliability and security, requiring managed services providers to ensure the confidentiality and integrity of their data and transactions.

Additionally, enterprises seek innovative capabilities such as AI-driven analytics, personalized customer experiences, and seamless omnichannel integration to gain a competitive edge and drive exceptional value for their customers.

Furthermore, enterprises expect proactive support and strategic guidance from their commerce operations to drive revenue growth and maximize ROI. Enterprises want a provider that enables them to unlock new opportunities, drive innovation, and achieve sustainable business success.

In a nutshell, enterprises are looking for a partner who can drive the following:

- Lower the cost of platform enhancements, maintenance, and support while improving the commerce platform's performance.

- Instill data-driven decisioning for faster time to market with differentiated offerings and enhancements.

- Increase productivity and resolve inefficiencies in current IT and business operations.

- Improve agility and reliability through process standardization and governance.

Brillio's suite of commerce-managed services

As a digital-borne company, we thrive in an agile environment that ensures quick results. We take on challenges confidently, providing a compelling value proposition that consistently delivers exceptional customer success. Our diverse teams take a consultative approach, prioritizing trust and client collaboration. We constantly innovate and stay ahead of digital trends, keeping our clients at the forefront. Our extensive industry expertise allows us to build solid and lasting relationships with our clients. Our team is empowered, knowledgeable, and committed to positively impacting and developing future leaders.

We help enterprises enhance business value and save on costs that arise from maintaining their ecommerce applications by leveraging our robust site reliability engineering (SRE) practices powered by digital analytics and right shoring. The offering includes the following:

- Platform health assessment

- Maintenance and upgrades

- Performance optimization

- Commerce data management and security

- Digital analytics enablement support

Our proven transition approach ensures zero disruption to your services.

1-2 WEEKS | **3-6 WEEKS**

Due-diligence and resource onboarding	Knowledge transfer	Shadow run	Reverse shadow	Steady state support
o Identify SPOCs from each service line to support transition o Identify and onboard Brillio team and facilitate required accesses o Prepare detailed transition plan o Handshake with internal team and external teams Set Governance structure for transition	1.Day 1 - Introduction to team members 2.Create and execute Knowledge transfer plan to get a full understanding of: o Functional flow of existing applications o Existing business and delivery processes workflow, identifying and noting any gaps o Deep dive into tech architecture & various integrations 1.Understand nature and type of current/existing support tickets 2. Identify existing tech debt and product backlog 3. Understand ecosystem of integration partners	Analyze current tickets and start contributing to resolution in partnership with incumbent team	1.Take complete ownership of ticket resolution under close supervision from incumbent team 2.Create baseline documentation 3.Begin documentation on updated model of working 4.Facilitate complete handover of tech debt and backlog to Brillio team	1.Execution of support and development with minimum involvement from incumbent 2.Adhering the defined SLAs for response time
o Transition plan o User access provisioning o Handshake with all stakeholders	Complete knowledge transfer of all functional and technical workflows, business process, existing SOPs and gaps in the system	Detailed understanding of current backlog of tickets, communication and escalation plan	100% handover and ownership of dev and ticket resolution with minimal supervision	o SLA adherence o Sprint deliverables ownership

KEY OUTCOMES

Our approach to transitioning services is efficient and carefully planned to ensure a seamless process. We start with a one to two-week phase focused on due diligence and getting the right resources. It's essential during this time to identify SPOCs for each service line to assist with the transition. We assemble a team of experts, provide them with the necessary access, and create a detailed transition plan. This phase also involves establishing solid connections with internal and external teams and setting up a governance structure to oversee the transition. The key goals for this stage include:

- Developing a comprehensive transition plan,

- Provisioning user access, and

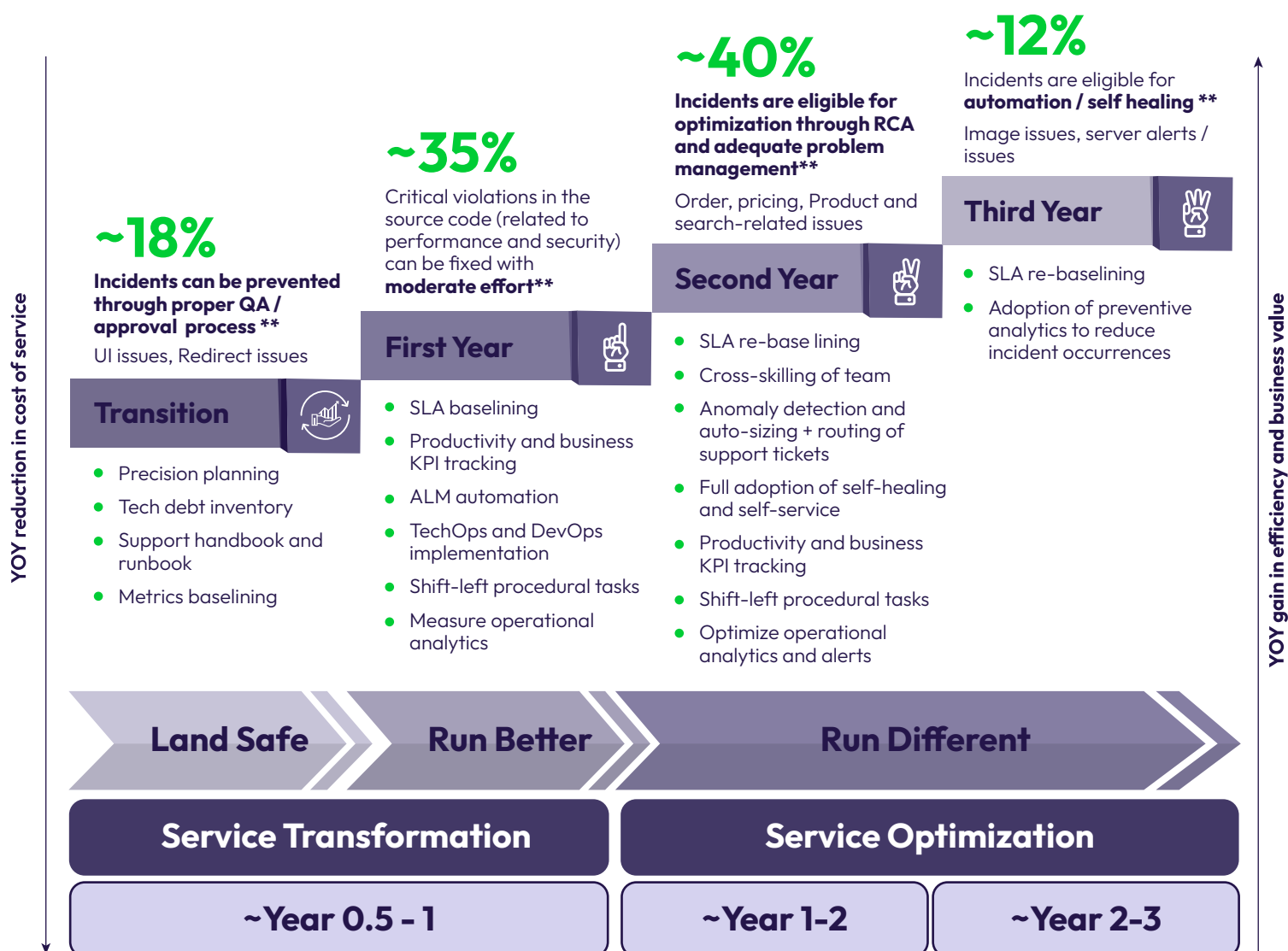- Establishing successful connections with all stakeholders involved.

Following this, we move into a more intense phase dedicated to knowledge transfer, which lasts three to six weeks. This phase begins with introductions to the team members and then delves into creating and implementing a knowledge transfer plan. This plan encompasses understanding the functional flow of existing applications, current business and delivery processes, and identifying gaps. It also involves a deep dive into the technical architecture and various integrations, understanding the nature of current support tickets, identifying existing technical debts and product backlogs, and learning about integration partners. The ultimate goal is to ensure a complete transfer of knowledge regarding all functional and technical workflows, business processes, existing SOPs, and any system gaps.

The next step involves a shadow run, where our team analyzes current tickets and begins assisting with their resolution while working closely with the incumbent team. This part of the process aims to comprehensively understand the current backlog of tickets, including communication and escalation plans. As we progress, we take on the reverse shadow phase, assuming complete ownership of ticket resolution under the incumbent team's close supervision. This phase also involves creating baseline documentation and initiating documentation on the updated working model. It also facilitates the complete handover of technical debt and backlog to our team, ensuring 100% handover and ownership of development and ticket resolution with minimal supervision.

Finally, the process concludes with the steady-state support phase, where support and development are executed with minimal involvement from the incumbent team, in line with defined service level agreements (SLAs) for response time. The key outcomes of this final phase include adherence to SLAs and ownership of sprint deliverables, marking the successful transition to our proven approach.

Conclusion

~18%

Incidents can be prevented through proper QA / approval process *
UI issues, Redirect issues

~35%

Critical violations in the source code (related to performance and security) can be fixed with **moderate effort****

~40%

Incidents are eligible for optimization through RCA and adequate problem management**

Order, pricing, Product and search-related issues

~12%

Incidents are eligible for **automation / self healing ****
Image issues, server alerts / issues

YOY reduction in cost of service

YOY gain in efficiency and business value

Transition

- Precision planning
- Tech debt inventory
- Support handbook and runbook
- Metrics baselining

First Year

- SLA baselining
- Productivity and business KPI tracking
- ALM automation
- TechOps and DevOps implementation
- Shift-left procedural tasks
- Measure operational analytics

Second Year

- SLA re-base lining
- Cross-skilling of team
- Anomaly detection and auto-sizing + routing of support tickets
- Full adoption of self-healing and self-service
- Productivity and business KPI tracking
- Shift-left procedural tasks
- Optimize operational analytics and alerts

Third Year

- SLA re-baselining
- Adoption of preventive analytics to reduce incident occurrences

Land Safe > **Run Better** > **Run Different**

Service Transformation | **Service Optimization**

~Year 0.5 - 1 | **~Year 1-2** | **~Year 2-3**

Our B2B commerce managed services present a promising opportunity for enterprises to elevate their operations to a higher orbit of success and drive substantial ROI by partnering with a managed services provider that unlocks a host of benefits that directly impact the bottom line. Moreover, with robust security measures and round-the-clock support, enterprises can maximize profitability and position their businesses for sustained growth and success.

About Brillio

Brillio is one of the fastest growing digital technology service providers and the partner of choice for many Fortune 1000 companies seeking to turn disruption into a competitive advantage through innovative digital adoption. We help clients harness the transformative potential of the four superpowers of technology: cloud computing, Internet of Things (IoT), artificial intelligence (AI) and mobility. Born digital in 2014, we apply our expertise in customer experience solutions, data analytics and AI, digital infrastructure and security, and platform and product engineering to help clients quickly innovate for growth, create digital products, build service platforms, and drive smarter, data-driven performance. With 17 locations across the U.S., the UK, Romania, Canada, Mexico, and India, our growing global workforce of nearly 6,000 Brillians blends the latest technology and design thinking with digital fluency to solve complex business problems and drive competitive differentiation for our clients. Brillio has been certified by Great Place to Work since 2021.

https://www.brillio.com/
Contact Us: info@brillio.com

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