BEST-PRACTICE GUIDE · BUSINESS EDITION · PGC DIGITAL

SAP Commerce Cloud B2B order-to-cash: the business edition



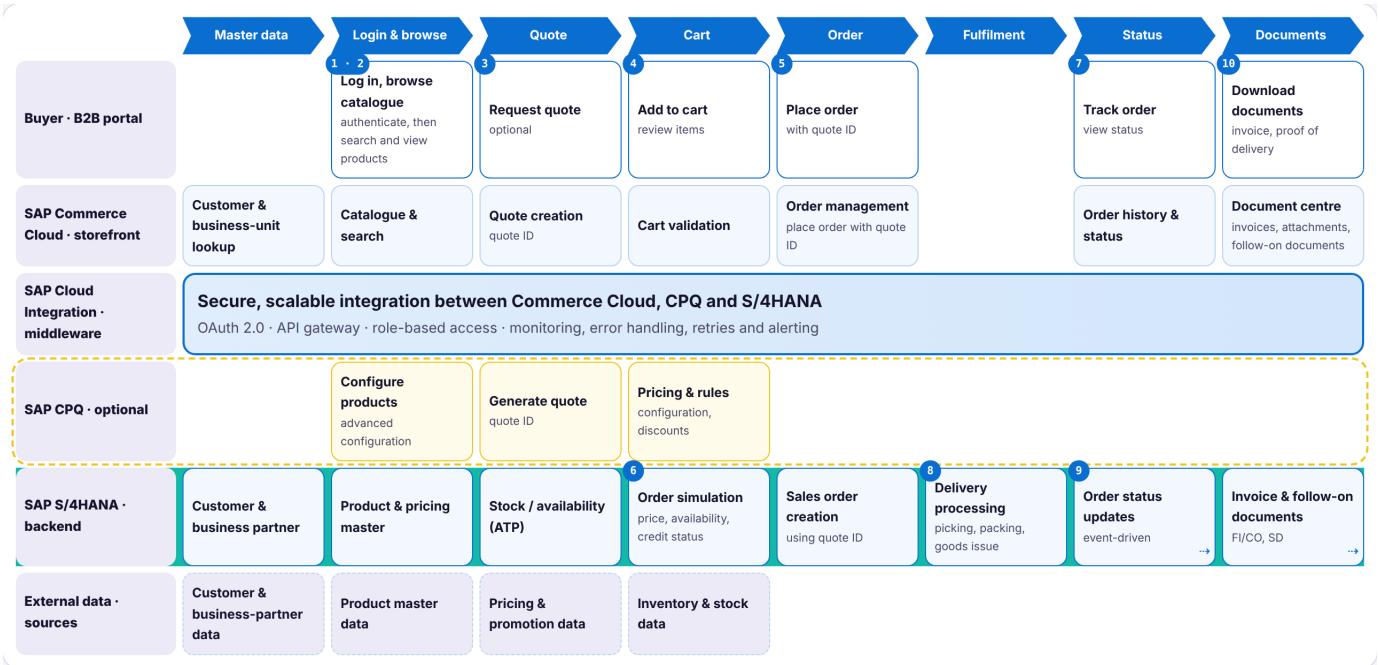
How manufacturers turn the portal into the place customers prefer to buy: personas, end-to-end journeys, where AI helps, what it costs, and what good looks like.



Sappy's 30-second version

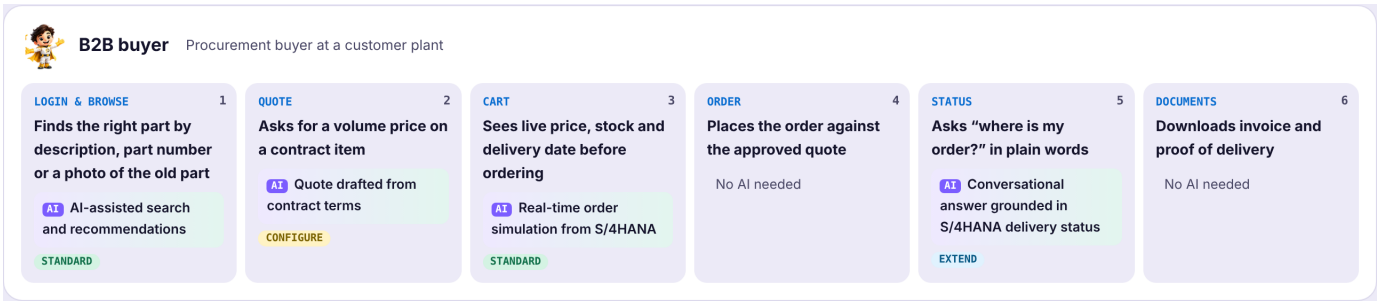
- Most B2B buying is moving to digital channels; buyers want self-service for price, stock, status and documents.
- The portal works when S/4HANA is the single source of price, stock and credit, and one quote ID runs end to end.
- AI helps most at search, quoting, "where is my order?" and cash matching, once customer and product data are clean.
- SAP Base AI is included; premium AI is consumed through AI Units, priced by SAP quote.

Written for: CEO / business head, Head of sales and channels, Customer service head, CFO



SAP Commerce Cloud global order-to-cash architecture, redrawn by PGC Digital

Vinod Kumar Beli, Chairman and Managing Director · +1 (732) 784-4063 · +91 81054 78242 · Vinod.b@us.pgcdigital.ai (USA) · Vinod.b@in.pgcdigital.ai (India)
PradeepIT Global Consulting Limited · +91 99000 85366 · info@pgcdigital.ai



Persona journey with AI moments (B2B buyer)

80% of B2B sales interactions forecast to happen in digital channels by 2025 Gartner, Sep 2020	**33%** of B2B buyers want a seller-free buying experience (44% of millennials) Gartner, Sep 2020	**17%** of buying time is spent meeting potential suppliers Gartner, Sep 2020

Why buyers move online

Research and SAP customer results point the same way.

80% · Gartner, Sep 2020	of B2B sales interactions forecast to happen in digital channels by 2025
33% · Gartner, Sep 2020	of B2B buyers want a seller-free buying experience (44% of millennials)
17% · Gartner, Sep 2020	of buying time is spent meeting potential suppliers
10+ · McKinsey B2B Pulse, Dec 2021	channels B2B customers now use regularly to interact with suppliers
32% · McKinsey B2B Pulse, Dec 2021	rank e-commerce the single most effective sales channel, vs 23% for in-person
3.7× · IDC InfoBrief sponsored by Microsoft, Nov 2024	average return per $1 invested in generative AI, reported by surveyed leaders
Birla Opus Paints (SAP customer story)	Paints · dealer portal, India: 6× monthly total order value; 600% more sales orders within five months; 36% higher customer-care productivity (as reported by SAP)
Workwear Group (SAP Best Run Award story)	Workwear · B2B uniform ordering, ANZ: 70%+ fewer customer-service enquiries; 130% of average monthly revenue for migrated customers (as reported by SAP)
Online Metals (SAP customer story)	Metals & plastics · B2B e-commerce, USA: 2× revenue in three years; 3× profit in three years (as reported by SAP)

Five personas, one journey

Each persona touches different steps; AI moments are marked by fit to standard.

B2B buyer · Procurement buyer at a customer plant	Login & browse: Finds the right part by description, part number or a photo of the old part (AI: AI-assisted search and recommendations, Standard); Quote: Asks for a volume price on a contract item (AI: Quote drafted from contract terms, Configure); Cart: Sees live price, stock and delivery date before ordering (AI: Real-time order simulation from S/4HANA, Standard); Order: Places the order against the approved quote; Status: Asks “where is my order?” in plain words (AI: Conversational answer grounded in S/4HANA delivery status, Extend); Documents: Downloads invoice and proof of delivery
Dealer administrator · Runs the buying organisation for a dealer or distributor	Master data: Manages users, units, budgets and ship-to addresses; Order: Approves orders above budget (AI: Flags unusual orders before approval, Extend); Status: Watches open orders across all branches (AI: Daily summary of late and partial deliveries, Extend); Documents: Reconciles invoices with orders
Key account manager · Owns the relationship and the big quotes	Master data: Prepares for the call (AI: Account synopsis across orders, quotes and cases, Standard (AI Units)); Quote: Configures a complex product and price (AI: Guided configuration and pricing rules in CPQ, Configure); Order: Converts the quote into a portal order for the customer; Status: Gets warned when a key order slips (AI: Proactive alert from delivery events, Extend)
Service agent · Answers order, delivery and return questions	Status: Receives a case about a late order (AI: Case summary with order and delivery history, Standard (AI Units)); Fulfilment: Checks delivery and stock alternatives (AI: Suggested reply with a new delivery date, Configure); Documents: Re-sends invoice or proof of delivery
Credit & finance · Protects cash and credit	Cart: Credit status shown during order simulation (AI: Credit check in simulation, Standard); Order: Releases blocked orders (AI: Prioritised list of orders to release, Configure); Documents: Applies incoming payments to invoices (AI: Machine-learning cash matching in S/4HANA finance, Standard (licensed))

Best practices for the business

Six rules we apply in every B2B commerce programme.

Make S/4HANA the single source of price, stock and credit.	The portal shows what the ERP will honour; no second price list to keep in sync.
Carry one quote ID end to end.	Quote, cart, order and invoice share it, so disputes take minutes, not days.
Mirror your real buying organisations.	Business units, budgets and approvers match how your customers actually buy.
Self-service first for status and documents.	Order status, invoices and proof of delivery in the portal remove the most common service calls.
Use CPQ only where products are truly configurable.	Simple catalogue items quote faster without it.
Switch AI on per persona after the data gate.	Clean customer and product data first; then turn on briefings and assistants role by role.

AI cost, in plain words

From SAP’s published packaging; prices come from your SAP quote.

Base AI	Included in standard SAP cloud subscriptions, without extra cost.
Premium AI	Consumed through AI Units, bought annually; unused units expire after 12 months.
Per user	Joule premium packages range from 8 to 1 AI Units per user per month, by volume tier.
Per record	Event-driven use is metered, for example document grounding at 0.005 AI Units per record.

Delivery cost: Europe and blended

What stays close to the business and what runs from our delivery centres.

Europe-only team	Every role on-site or onshore; simplest to manage, highest cost.
PGC blended model	Business-facing leads, workshops, cutover and hypercare close to you; build, test, data and support run from India and Vietnam, follow-the-sun.

Vinod Kumar Beli, Chairman and Managing Director · +1 (732) 784-4063 · +91 81054 78242 · Vinod.b@us.pgcdigital.ai (USA) · Vinod.b@in.pgcdigital.ai (India)
PradeepIT Global Consulting Limited · +91 99000 85366 · info@pgcdigital.ai

Your first 90 days

A fixed-scope start that proves value early.

1. Days 1–30	Fit-to-standard workshops, persona journeys and data readiness.
2. Days 31–60	Thin slice: login, catalogue, simulation and order with quote ID for one country.
3. Days 61–90	Pilot with real buyers, status and documents, then switch AI on for one persona.

Talk to the author



Vinod Kumar Beli, Chairman and Managing Director, PGC Digital · SAP CX
Phone: USA +1 (732) 784-4063 · UK +44 07861 958510 · India +91 81054 78242
Email (USA): Vinod.b@us.pgcdigital.ai
Email (India): Vinod.b@in.pgcdigital.ai

PradeepIT Global Consulting Limited (PGC Digital)
+91 99000 85366 · info@pgcdigital.ai · WhatsApp +91 99000 85366
Bengaluru HQ · St. Petersburg, FL · Singapore (Suntec Tower One)
www.pgcdigital.ai

Sources and further reading

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+91 99000 85366
info@pgcdigital.ai
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Bengaluru, India
208, 2nd Floor, Brigade Gardens, 19 Church Street, Bengaluru 560001

USA

St. Petersburg, Florida
PGC Digital America · St. Petersburg, FL 33702

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Hiring and payroll guides for the 8 countries listed above



Vinod Kumar Beli
Chairman and Managing Director
+1 (732) 784-4063 · +44 07861 958510 · +91 81054 78242
Vinod.b@us.pgcdigital.ai · Vinod.b@in.pgcdigital.ai · **LinkedIn**



Geeta Ari
Whole-time Director
Geeta.a@pgcdigital.ai · LinkedIn

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