

# What's Possible & What's Not

## The Promise

Ecommerce platforms like Shopify and BigCommerce say they support "B2B pricing." That sounds like:

- Every customer sees the right price
- Discounts and terms apply automatically
- Pricing is simple to manage



## The Reality

Most platforms only support the basics. That means:

- Contract pricing and rebates get left behind
- Invoices don't match quotes
- Customers stop trusting the portal

## The B2B pricing reality map

Not supported

Out-of-the-box



### Surprises (simple, but unsupported)

- Unit-of-measure pricing  
*(e.g., same product sold per case, pallet, or unit with different base prices)*
- Customer-specific rounding rules  
*(e.g., always show \$99.99 instead of \$100 for certain accounts)*



### Break Point (custom or decoupling)

- Show negotiated contract pricing by account
- Enforce terms like Net 30, credit limits, or approvals
- Manage regional price differences, currencies, and tax rules from ERP
- Sync ERP price updates to storefront in real time
- Apply rebates based on cumulative or annual spend
- Display ERP freight rates and shipping logic in checkout



### Safe Zone (works natively)

- Single base price for all customers
- Broad groups like wholesale vs retail
- Basic percentage discounts at checkout  
*(e.g., 10% off)*
- Promo codes or coupons
- Simple tax-inclusive or tax-exclusive pricing



### Workarounds (apps or patches required)

- Contract pricing mimicked with hard-coded apps
- Limited-time promotions, but rebate tracking breaks
- Price lists tied to customer groups, not individual accounts
- Freight shown as flat fees, not ERP carrier rates
- Multi-currency set manually, no ERP-driven updates
- Tiered discounts at checkout, but not tied to ERP rules

Simple pricing

Complex pricing

### Where does your pricing land?

This map shows you what's truly possible out-of-the-box, and what isn't. If you want a way to handle the red zone, that's where we come in.