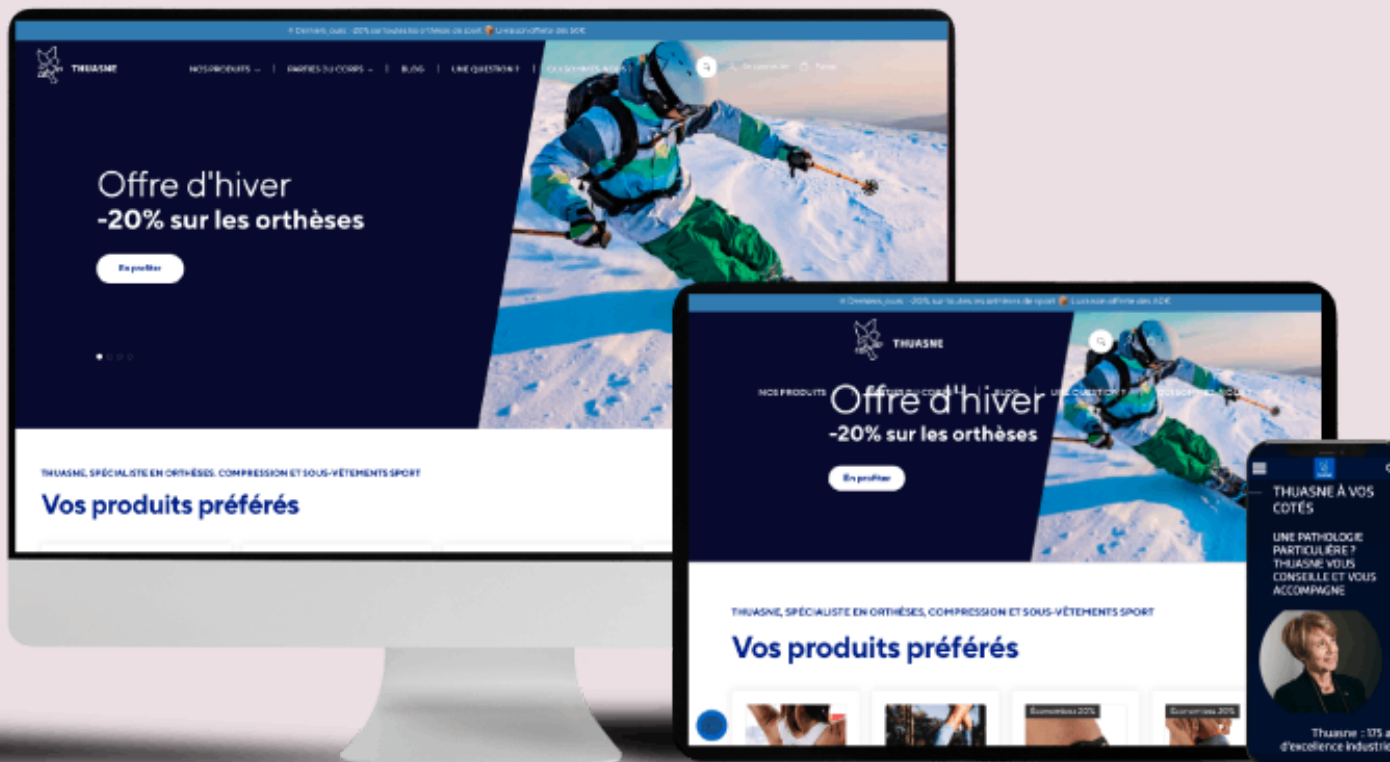


Thuasne Case Study

A evolutive and flexible B2B commerce platform





THUASNE MAKES THE MOVE TO HEADLESS COMMERCE AND AN EVOLUTIVE, FLEXIBLE B2B PLATFORM

Founded in 1847, Thuasne is a Medweartech pioneer, with operations spanning the worlds of medicine, materials, and digital technology. Thuasne recently launched a global digital transformation strategy, with the aim of centralizing their operations and developing a B2B e-commerce sales channel.

WHY THE SHIFT TO HEADLESS?

With this digital transformation strategy, Thuasne wanted to simultaneously improve the company's image and improve customer loyalty and retention by providing easy, evolving, and modern tools and services, with close attention to the global user experience. They also wanted to harmonize their existing sales channels and develop a B2B sales channel to be able to offer their customers a comprehensive view of all the services offered by Thuasne.

Lastly, they want to bring flexibility and new features quickly and easily to the platform by adopting a headless architecture.

From a more long-term perspective, Thuasne's goal is to address new sales channels and new customers in countries where digital presence was non-existent, develop new business model capabilities, and ultimately limit their dependency on traditional sales channels. To achieve this, they have a strategic plan of expanding their geographic reach, starting with a single area and gradually expanding to new countries.

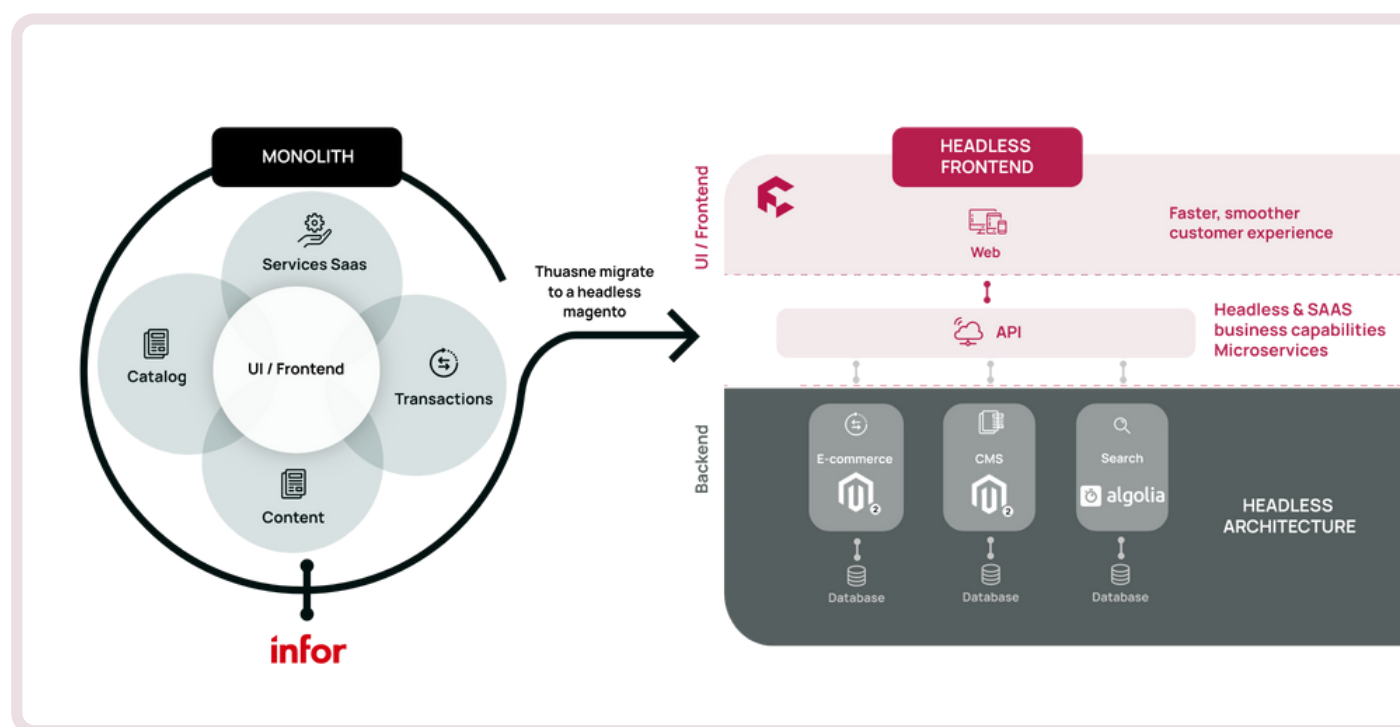
One key aspect of their expansion strategy is a phased rollout approach. This allows them to gradually introduce their products and services to new markets, while ensuring a smooth transition and mitigating potential risks. The phased approach has proven successful time and time again for software rollouts and is an interesting and successful strategy for companies looking to expand into new markets.



SURROUNDING THEMSELVES WITH BEST-OF-BREED PARTNERS AND SOLUTIONS

Having selected Webqam as their integrator and creative agency, they moved to Adobe Commerce Cloud B2B for their ecommerce platform. They also chose Algolia, a leader in scalable, secure, digital search and discovery experiences solutions. At the center of their architecture, Front-Commerce will be their headless front-end, connecting via API to their various existing or new backend components, like internal business applications.

By selecting these best-of-breed solutions and opting for headless commerce, Thusne has developed a future-proof B2B e-commerce architecture. This fully tailor-made solution will allow them to remain flexible, with the ability to scale their different systems as needed. Thanks to the API connectors, they will be free to update or change components when deemed necessary, without having to overhaul their entire architecture each time.



Making the move from a monolithic e-commerce to a headless commerce architecture

[Thusne.com](https://thuasne.com) →

Click here to see the live project





B2B-SPECIFIC ADVANCED FEATURES

One of the key challenges faced by Thuasne was finding a solution that could meet their specific needs as a B2B company. They required advanced B2B features such as requisition lists, company accounts management, and a quick order function. After careful consideration, they chose to work with Adobe Commerce as their platform of choice and were able to implement these features thanks to Front-Commerce's front-end.

The requisition lists feature is a unique offering that allows customers to save time when ordering frequently required products, as the items can be added directly to the shopping cart from the requisition list. This feature is especially useful for customers who handle multiple lists for products from different suppliers, buyers, teams, and more. The user interface is tailored to handle a large number of items, making it easy for customers to use. Requisition lists can be used by both logged-in users and guests, providing flexibility for different types of customers.

Company accounts management is another standout feature Thuasne decided to implement. The company structure page makes it easy for big company administrators to manage their accounts, with a tree structure that can be expanded to include teams of users. This feature allows administrators to associate users with teams or organize them within a hierarchy of divisions and subdivisions within the company, providing a centralized system for managing user access and permissions.

The quick order function is a time-saving feature that reduces the order process to just a few clicks for customers who know the product name or SKU of the products they want to order. This feature can be used by both logged-in customers and guests, and orders with multiple SKUs can be entered manually or imported into the quick order form. The quick order link is conveniently located at the top of the page, making it easy for customers to access and use.

These advanced B2B features were a major reason why Thuasne chose to work with Adobe Commerce and Front-Commerce, and they have had a significant impact on the company's operations. By streamlining their processes and improving efficiency, they are better able to serve their clients and maintain a competitive edge in the market. Thuasne also became one of, if not the first Adobe Commerce B2B PWA storefronts with advanced B2B features.

For a B2B commerce that's looking to achieve growth, certain steps are essential to come up against customer journey optimization, data security, and a fast & smooth online navigation.

Implement a **headless frontend** that works seamlessly with your current backend.

Meet your customers' needs with a future-ready e-commerce architecture

Create **PWA** user experiences that showcase your brand across digital channels.



THUASNE PUTS THEIR CUSTOMER EXPERIENCE FRONT AND CENTER

When Thuasne decided to transform their business processes and reinvent their digital space, they wanted to build a strong and global e-commerce platform, able to offer their customers a unified and enhanced online experience. Scalability and harmony were key and Thuasne wanted to deliver additional services to their B2B customers and new functionalities to Thuasne teams to help them perform and grow their local business. Headless was the right bet. Composable commerce will be their next step to flexibility.

They have been able to deliver on that improved customer experience goal and have successfully launched a brand new B2B website.

THE BENEFITS OF A HEADLESS FOR B2B COMMERCE?

[Get our fact sheet →](#)

Communication
across all channels

Reliability

Multi-device

Offline connection

1

Secure HTTPS
protocols ensure the
security of your digital
assets & users data

API

Security

2

A faster storefront tailor
made to your needs

Page loading

Brand engagement

Real-time updates

3

A future-ready
technical solution

Cost optimisation

Headless platform

GraphQL

4

A platform with user
experience at the forefront

Unlimited UX

Seamless display

Faster development

5



THE BIT WHERE WE TOOT OUR OWN HORN

Front-Commerce is the only digital storefront that improves the customer, merchant & developer experience, at the same time.

An ultra-fast front-end based on PWA & MACH standards, we help brands evolve their current e-commerce platform to a headless commerce approach by integrating the back-end of their choice with Front-Commerce's best of breed technical stack based on React, NodeJS & GraphQL.

Front-Commerce does the decoupling of the frontend and backend for its clients to provide a state of the art front-end experience and a headless commerce architecture. Our solution is compatible with most backends, allowing us to integrate easily into your systems. You can stay in touch with your customers and we keep all technical considerations up to date.

Get the fact sheet

Contact Front-Commerce

contact@front-commerce.com

 [click here!](#)

Some of the brands powered by Front-Commerce

JEROME DREYFUSS

DEVIALET

collégien
Depuis 1947

KAPORAL

 **autobernard.com**

lulli
— SUR LA TOITTE —

Terräng
EQUIPEMENT POUR L'AVENTURE

BONNE GUEULE

CENTRAKOR

 **LILINAPPY**
LA TRIBU RESPONSABLE

 **ROBERTET**
ROBES

 **CHAÎNE THERMALE DU SOLEIL**

 **PetDistrib**





Headless Front-End Solution

Request a demo

