

Commerce Vision

Modern B2B commerce for distributors and manufacturers

B2B organisations don't set out to be complex. Complexity builds over time.

- Orders arrive through multiple channels.
- Sales teams work in the field with limited visibility.
- Back-office teams manage manual processes that can hinder inefficiencies.

Commerce Vision helps distributors, wholesalers, and manufacturers simplify how orders are captured, processed, and managed without forcing disruptive change.

What Commerce Vision Delivers

Commerce Vision provides a suite of connected solutions that support:

- Digital B2B ordering
- Field sales execution and visibility
- Automated order processing

Each solution addresses a specific operational challenge. Together, they help streamline business operations from customer order through to ERP while minimising unnecessary complexity.

This isn't consumer eCommerce adapted for B2B. Its purpose-built software is designed for real B2B workflows and ERP environments.

Integration with more than ERPs

Commerce Vision solutions integrate cleanly with your existing ERP and core business systems, ensuring pricing, inventory, and order data remain accurate and consistent across your organisation.

By enabling real-time data exchange, customers always see up-to-date information, while teams benefit from streamlined back-end processes. This reduces manual handling, minimises errors, and lowers implementation risk to ensure you see value faster without disrupting day-to-day operations.

The Commerce Vision Solutions



CVe — B2B eCommerce

A purpose-built B2B eCommerce platform that simplifies complex selling. CVe handles customer-specific pricing, approvals, and product rules behind the scenes, while giving buyers a fast, intuitive self-service experience to reduce sales friction without sacrificing commercial control.



Opmetrix — Field Sales & Execution

A mobile-first execution platform for field sales teams. Opmetrix drives consistent sales activity in the field and gives leaders real-time visibility into execution, performance, and coverage that turns sales effort into measurable outcomes.



Lucy — Order Automation

An intelligent order automation solution that processes PDF purchase orders around the clock. Lucy eliminates manual entry, reduces errors, and accelerates order processing without requiring customers to change how they order.

Solutions can be used individually or together, depending on where improvement will have the greatest impact.

What Customers See

- Faster, easier ordering with less reliance on phone and email
- More responsive sales teams with better visibility and follow-through
- Fewer order errors and smoother fulfilment experiences
- Quicker turnaround times as orders flow through the business faster
- Consistent service levels, even as order volumes increase
- Lower operational overhead without compromising customer experience
- Happier, more self-sufficient customers who can move at their own pace
- A platform that scales with their business, not against it

Commerce Vision helps B2B organisations move faster, operate more efficiently, and scale with confidence using tools designed for the realities of distribution and manufacturing.

