


Building B2B end-to-end Supply Chain Resilience and Excellence



How five B2B companies have reinforced their supply chain to optimize distribution and improve customer experience throughout disruptions.

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Introduction

Supply chain disruptions are no longer rare events—they've become a defining challenge for modern businesses. A recent report highlighted a 30% increase in supply chain disruptions in the first half of 2024 compared to the same period in 2023, underscoring the growing volatility in supply chains.

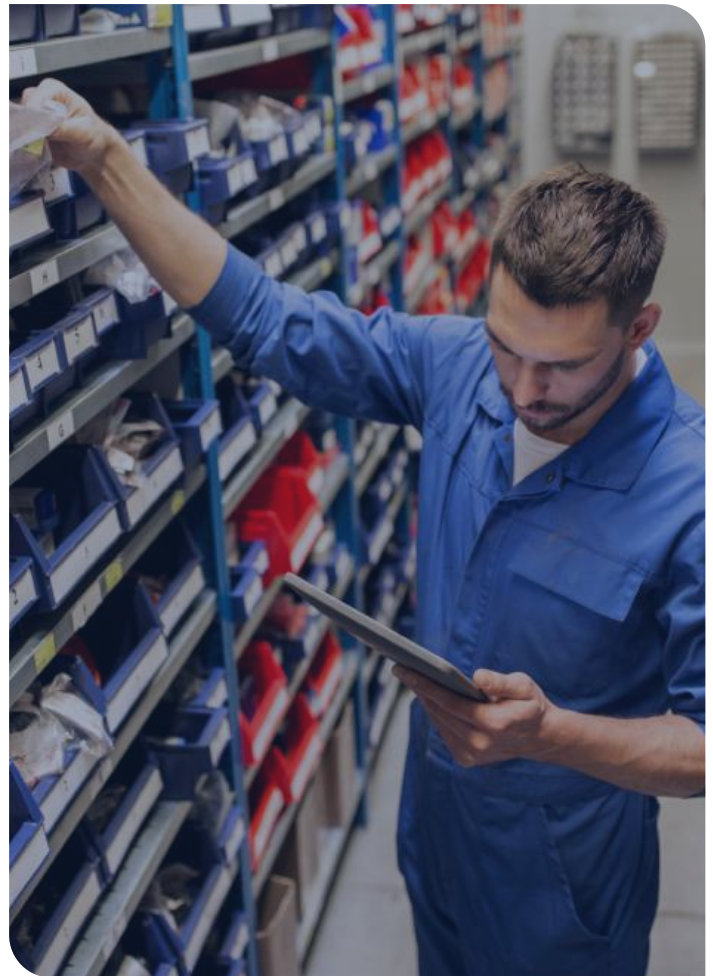
To navigate this unpredictability, companies must build resilient supply chains capable of adapting in real time. As noted by McKinsey, "A slowdown in resilience-building efforts, gaps in supply chain visibility, compliance challenges, and talent shortages leave many organizations exposed to future disruptions."

While traditional Enterprise Resource Planning (ERP) systems can provide planification, they often lack the agility required to address unexpected disruptions.

This is where real-time execution systems come into play, enabling businesses to swiftly identify issues and implement alternative strategies to uphold customer commitments with minimal cost impact.

Rising customer expectations, fueled by the service standards set by B2C giants like Amazon, have redefined what it means to provide excellent service. B2B marketplaces like Alibaba and Amazon Business are intensifying competition, forcing industrial companies to improve their customer experience to stay relevant.

Following years of competition from rising economies, European businesses also face the need to continually optimize supply chain efficiency and build resilience into their processes to remain competitive over the coming decades. The pressure on businesses to identify the "new best option" when facing disruption is especially keen in B2B industries, where fulfilling an order on time in full (OTIF) is critical to maintaining business relationships and customer loyalty.



eBook Objective: To Showcase B2B Tech's Impact on Distribution & CX.

This eBook explores how enterprise-level B2B companies are using advanced technologies to optimize their distribution networks and elevate customer experiences. Using real-world examples, it illustrates how businesses have overcome challenges in the supply chain through innovative application of technology.

By examining these examples, this eBook provides actionable insights into how embracing technological advancements can transform supply chain challenges into opportunities for growth and customer satisfaction.

1. ORDER CAPTURE

Giving Clients and Sales Teams the Best Order Experience



For companies operating at scale, order capture is the foundation of an optimized supply chain. Seamless order capturing and processing means greater operational efficiency and higher customer satisfaction.

Fragmented Order Capture Slows Down Business

Legacy, siloed order management systems might be capable of handling basic transactions, but often lack the flexibility needed to accommodate personalized pricing, contract-based agreements, and multi-channel sales workflows.

For clients, this results in a frustrating experience. Pricing discrepancies, a lack of real-time inventory visibility, and rigid ordering options also create bottlenecks in procurement workflows. When a system doesn't reflect negotiated contract terms, customers or sales teams are forced to confirm details manually, increasing the likelihood of errors and delays.

When sales teams don't have centralized access to stock availability, order history, and fulfillment options, they're left scrambling between multiple systems to provide clients with accurate information or even the best fulfillment option. This slows down response, and later delivery, times, making it harder to capture new business opportunities or proactively manage existing accounts.

When businesses are still relying on phone and email orders, there's no seamless way to integrate ERP-to-ERP transactions, bulk orders, or third-party marketplace sales. This fragmentation results in missed revenue opportunities and an inefficient supply chain.

Without a modern, fully integrated order capture system, businesses face unnecessary complexity, which ends up eroding customer satisfaction.

A Smart, Unified Order Capture System

A modern Order Management System (OMS) eliminates these inefficiencies by creating an automated and highly flexible order capture process that works for both clients and sales teams.

This is what a large Kbrw customer learned recently as it sought to improve its order management functionality. The company was operating on a dated customer portal, while its largest customers used direct ERP-ERP connections to place orders.

Kbrw introduced a more flexible OMS that links to the existing IT and supply chain ecosystem, along with intuitive and visual order capture interfaces for both clients and sales teams. The OMS is able to manage direct e-commerce orders, orders placed through sales teams, and S2S (system to system) orders.

All channels now manage personalized offers according to customer needs and preferences, and incorporate an agreement engine showing detailed product descriptions, delivery options, and prices accessible to each customer.

A gradual migration using mirroring made it possible to mitigate the risk of implementing new technology while simultaneously introducing improvements in the user experience in a transparent way.

The results speak for themselves. Account managers are now capable of processing twice as many orders per hour, thereby improving customer satisfaction. The company has also improved the responsiveness of its supply chain and optimized its inventory management, consolidating its leading position in a constantly evolving market.

Faster, Smarter, and More Scalable Order Capture

With an intelligent, fully integrated order capture system, businesses gain:



Faster order processing, reducing bottlenecks, improving customer experience, and minimizing disputes.



Higher sales team productivity, allowing account managers to handle more customers efficiently.



Adaptability of order capture channels according to client type and order need.

By removing friction from the order process, businesses can boost customer satisfaction, increase revenue, and streamline internal operations—turning order capture into a competitive advantage rather than an operational headache.



2. UNIFIED LOGISTICS MANAGEMENT

Managing a Complex Supply Chain in Real-Time

For businesses managing large-scale logistics operations, real-time control over inventory and order fulfillment is paramount.

A Fragmented Supply Chain Falling Behind

With multiple distribution sites and fluctuating demand, businesses often find themselves battling inefficiencies across their supply chains. Legacy systems, built for more predictable, static operations, are no longer able to keep pace with the real-time orchestration and flexibility that modern supply chains require.

One of the biggest hurdles is order fulfillment complexity.

When stock is spread across multiple locations, selecting the right fulfillment strategy for each B2B or intra-company order is a challenge. If fulfillment and replenishment workflows aren't optimized, businesses end up with stock imbalances along with soaring delivery times and costs.

Adding to the challenge, businesses that experience growth struggle to quickly integrate new storage locations and fulfillment rules into their existing systems.

Traditional supply chain software is often rigid and slow to adapt, forcing

companies into time-consuming, manual adjustments whenever a new warehouse, supplier, or logistics partner is introduced.

Many systems can't absorb sudden surges in orders without delays or errors, leaving businesses vulnerable during critical sales periods. Worse still, when unexpected disruptions occur—such as supplier delays or warehouse stockouts—most companies lack the agility to respond dynamically in real time, leading to costly downtime and broken customer promises.

Intelligent, Real-Time Supply Chain Orchestration



A modern logistics management platform provides real-time visibility, dynamic order fulfillment, and automated decision-making across the entire supply chain. Instead of relying on fragmented systems and manual interventions, companies can achieve true supply chain synchronisation, allowing them to optimize fulfillment and absorb fluctuations in demand.

Seeking this level of synchronisation, a third-party logistics provider adopted the Kbrw OMS as a global solution to process all incoming orders and manage all its warehouses. Not just another software add-on, the OMS integrates with the group's various other tools (ERP, WMS, TMS, etc.) to make the best logistical choices taking into account the entire ecosystem.

A key feature of this change is the OMS' ability to manage large-scale multi-warehouse and multi-brand orders via a scoring system to select the best fulfillment strategy according to configurable rules. The OMS automatically identifies the most suitable logistics platform to execute and prepare the order at the best costs, while minimizing the carbon footprint.

The OMS also helps the company manage cross-docking (or direct flow delivery), in which goods are transferred between different logistics locations for them to be shipped quickly, without going through storage.

Using optimized sourcing calculation, the company can estimate, down to the minute, when an order will be ready for shipment by the carrier. Teams can access this information at any time via the user interface, making it easier for them to track and then communicate with end customers, while always respecting the delivery promises made to these customers.

Thanks to this system, the group is now able to handle in excess of 6,400 orders per hour, with 99.7% of those orders being automatically orchestrated—a significant shift in efficiency.

A More Agile, Efficient, and Resilient Supply Chain

With a unified, intelligent logistics management system, businesses experience:



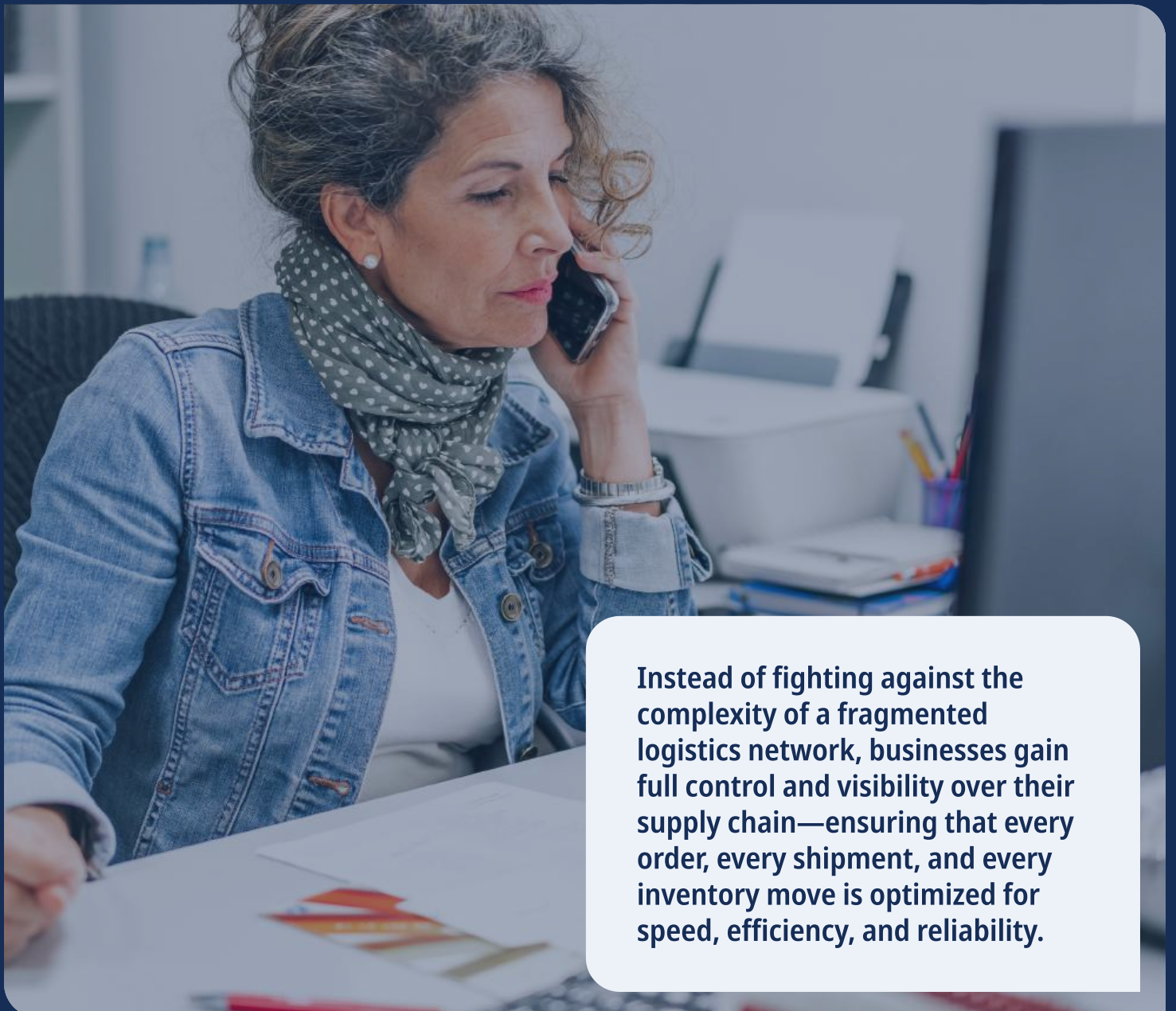
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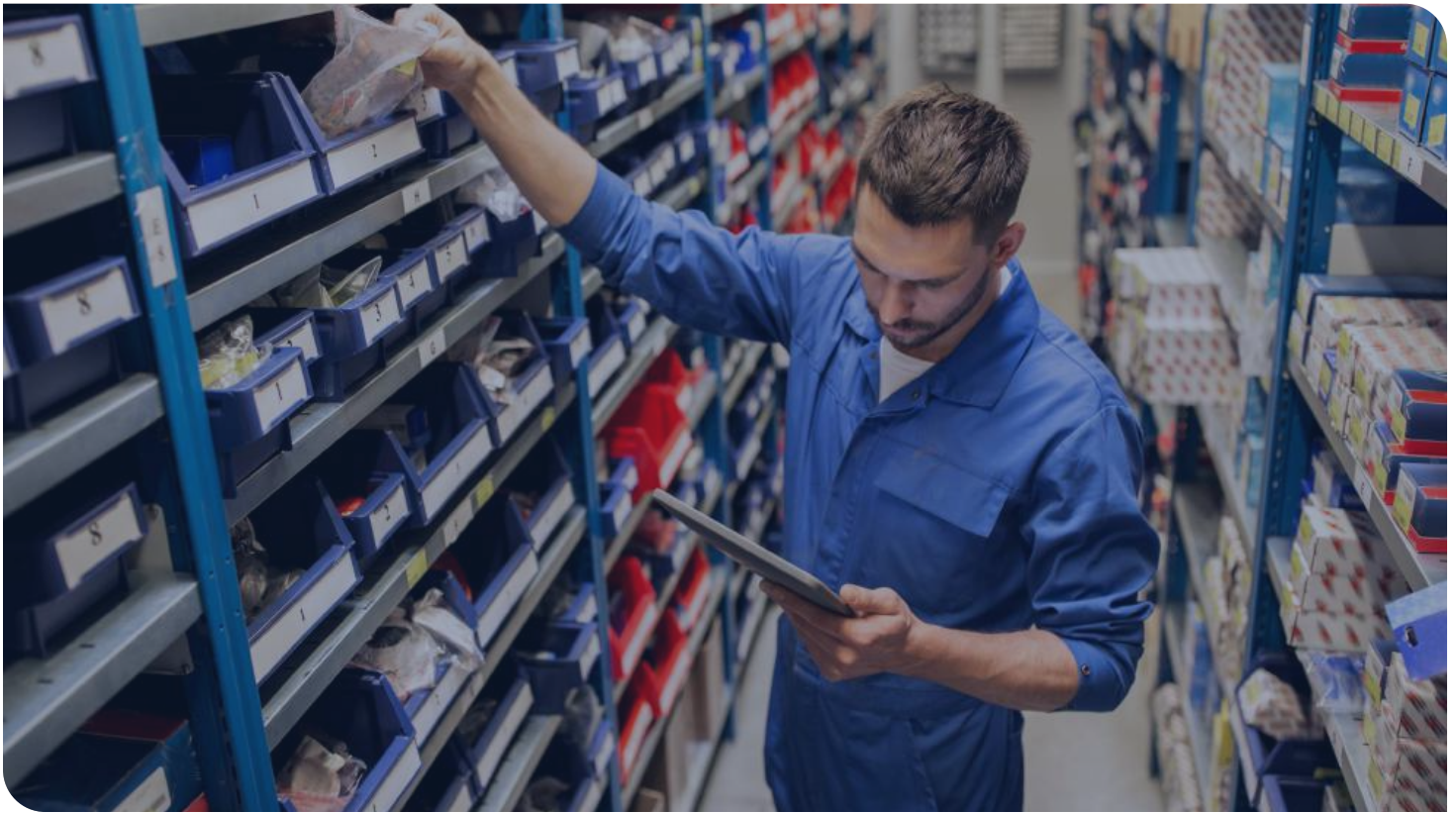
Adaptability of order capture channels according to client type and order need.



Higher sales team productivity, allowing account managers to handle more customers efficiently.



Instead of fighting against the complexity of a fragmented logistics network, businesses gain full control and visibility over their supply chain—ensuring that every order, every shipment, and every inventory move is optimized for speed, efficiency, and reliability.



3.SUPPLY MANAGEMENT

Improving Product Availability

Managing stock levels efficiently and prioritizing orders based on criticality is a defining factor in B2B supply chain optimization.

Disruptions, Delays, and Inventory Complexity

Ensuring consistent product availability is one of the biggest challenges in supply chain management. Poorly managed availability potentially costs customers millions in interrupted production when missing products are critical for business continuity.

As the previous chapter highlighted, selecting the right fulfillment strategy can be a huge challenge when a business operates across various storage locations and distribution centers.

Managing supply chain priorities requires balancing product sourcing and order urgency in real time. Some products must take precedence over alternatives, yet rigid systems fail to make dynamic substitutions, causing delays and lost sales.

Likewise, critical orders shouldn't compete with routine stock replenishment, but without intelligent prioritization, businesses risk misallocating inventory and delaying essential shipments.

Without a modern, intelligent supply management system, businesses face a constant struggle to maintain product availability, optimize sourcing decisions, and ensure that the most urgent orders are fulfilled first.

A Smarter, More Agile Approach to Supply Management

To avoid operating in silos, businesses need a unified supply management system that synchronizes inventory across all storage locations. A centralized inventory management system makes it possible to track stock across multiple warehouses, distribution centers, even stores, and external supplier networks in real time.

If the primary storage site is out of stock, the system automatically finds the next best source, which eliminates order delays and allocates stock from the most efficient source.

These benefits were realized by one of Kbrw's customers, a major organization, who recognized the need to optimize the restock management process of its distribution network through consolidation, resulting in more than 130,000 intra-company orders a day.

A bespoke central platform drives global sourcing of stock, offering consolidated and centralized management as well as end-to-end visibility on orders and stock availability, both owned and outsourced in the group ecosystem across 15 countries.

That means the system can check availability across local hubs, the wider network, and as a last resort via other vendors' systems, creating an extended supply chain that takes into account the priority of stock sources and effectively increases the external sourcing capacity by a factor of 10.

If preferred stock is unavailable, the system finds suitable alternatives and makes suggestions, which are then validated by the dealer, guaranteeing a sourcing solution in 100% of cases.

97%

No order is left unanswered—in fact, thanks to this extended sourcing capacity, of orders are sourced and delivered within 24 hours.



Increased Availability, Smarter Fulfillment, and Greater Resilience

With a unified and intelligent supply management system, businesses experience:



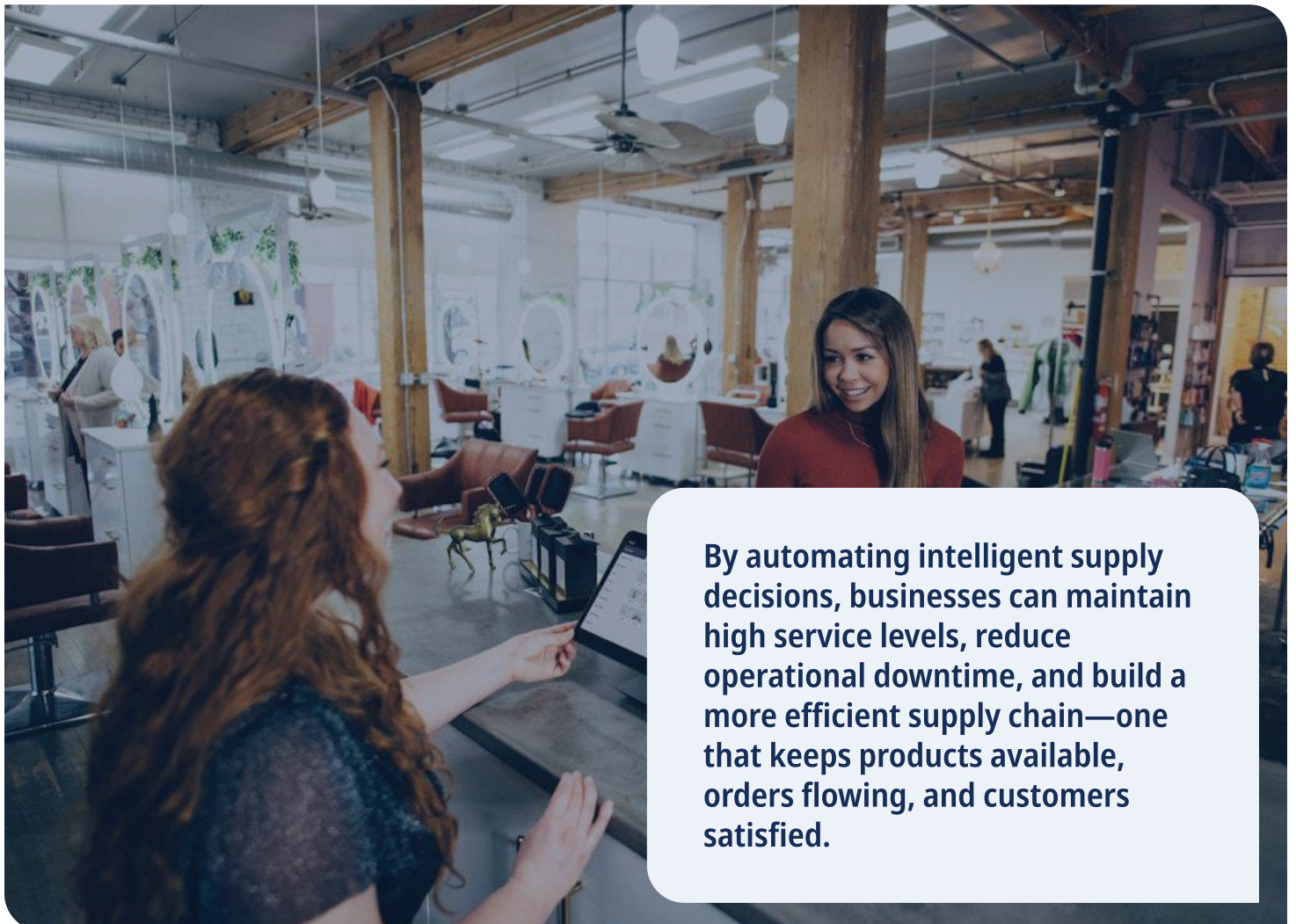
Improved stock visibility across all locations, ensuring that products are always sourced from the most optimal location.



Optimized product selection, ensuring that preferred items are prioritized while smart alternatives are seamlessly integrated when needed.



Dynamic order prioritization in allocating inventory to urgent, high-impact requests.



By automating intelligent supply decisions, businesses can maintain high service levels, reduce operational downtime, and build a more efficient supply chain—one that keeps products available, orders flowing, and customers satisfied.



4. LEAD TIMES

Keeping the Customer Promise

For businesses that depend on efficient order fulfillment, reducing lead times is essential to maintaining customer trust.

Meeting Delivery Commitments in a Complex Supply Chain

Customers expect precision, reliability, and speed in order fulfillment. Whether serving businesses or even internal stakeholders, companies are under constant pressure to ensure that products arrive on time in full (OTIF), according to expectations. Falling short of this can erode trust and result in financial losses.

Traditional warehouse management systems often

struggle to adapt to different storage environments, forcing businesses into inefficient, one-size-fits-all processes that don't offer enough flexibility. This rigidity slows down operations and increases the risk of errors, making it difficult to consistently meet customer expectations.

When order pickers rely on outdated, manual workflows, productivity suffers. Even small inefficiencies in picking can accumulate into significant lead-time issues.

Unexpected stockouts represent another major obstacle. Even with real-time visibility and dynamic

inventory management, expecting absolutely no out-of-stock situations remains unrealistic; where an alternative can be found, it might still be complex to deliver this alternative within the promised times. For businesses serving both B2B and B2C customers, that complexity—and challenge—is magnified.

With these complex and interconnected challenges, ensuring consistent delivery lead times requires a flexible, intelligent, and unified approach to supply chain management.

A Personalized Intelligent Fulfillment System

To ensure reliable order fulfillment, businesses need a real-time, automation-rich supply chain platform that coordinates locations and adapts to disruptions to meet customer expectations. Integrated with such a platform, a modern, adaptable local management system optimizes stock placement and fulfillment strategies, improving lead-time predictability.

A Kbrw customer modernized stock management with a highly adaptable WMS tailored to B2B and B2C needs.

Covering all local processes—from inventory receipt to order preparation, shipping, and

returns—the solution supports rotating and general inventories, with adjusted counting frequencies for critical items.

The WMS optimized inventory management and order preparation across warehouses of various sizes, improving stock traceability and flow efficiency by digitizing 95% of business processes. Training time for warehouse workers dropped from two days to three hours, order preparation time halved, and counting errors decreased by 90%. The business can now confidently deliver orders within 24 to 48 hours, even with stock shortages.

Faster, More Reliable, and Scalable Fulfillment

With a smart fulfillment system using OMS for orchestration and WMS for execution, businesses achieve:



Greater control over warehouse and distribution center operations, ensuring better local inventory management.



Faster, error-free picking, boosting productivity and unifying B2B/B2C order management.



Optimized orchestration ensures the best fulfillment and transport to uphold customer promises amid disruptions.

By replacing inefficient, reactive fulfillment processes with proactive, technology-driven supply chain orchestration, businesses can keep their customer promise intact.

5. CIRCULAR ECONOMY

Optimizing Returns and Recycling

With sustainability becoming a growing priority, businesses must adopt a circular economy approach—one that ensures products or spare parts are not simply discarded at the end of their lifecycle but instead recovered, repaired, or recycled efficiently.



Managing the Complexity of Returns, Reuse, and Recycling

The management of returns, reconditioning, and recycling is an increasingly complex and expanding challenge, soon to encompass all industries—not just high-value components and durable goods.

Despite good intentions, traditional reverse logistics systems are fragmented and prone to inefficiencies. The lack of unified traceability across multiple stakeholders—whether internal or throughout the N-tier supply chain—makes it difficult to track the movement of returned items in real time.

This leads to delays, misplaced inventory, and unnecessary waste, reducing both financial recovery and environmental impact. Without a centralized system, companies often struggle to efficiently funnel parts from source to the accurate stakeholders (from sorting centers to remanufacturing or recycling plants). A lack of standardized processes results in misclassified components and operational bottlenecks, which increases the risk of incurring delays and discarding reusable items, ultimately leading to lost financial value.

Tracking performance metrics remains a pain point for many businesses. Measuring key performance indicators (KPIs) across multiple partners is cumbersome, leaving businesses with limited visibility into the financial viability of the process. Without clear data, companies struggle to demonstrate the economic and environmental benefits of their circular economy efforts.

Lacking a robust, technology-driven approach, businesses operating in circular supply chains risk losing both economic value and sustainability potential.

A Technology-Driven Circular Supply Chain

To address these challenges, businesses need a platform that provides unified traceability together with intelligent sorting processes and performance-driven financial tracking. A modern, centralized returns and recycling management system offers personalized interfaces for each actor in the journey, tracking each step and with specific safeguards against errors, reducing the risk of lost inventory and ensuring that no reusable materials go to waste.

By integrating with repair centers, warehouses and recycling partners, this kind of system creates a seamless flow of information.

The returns are real: a major Kbrw customer uses an intelligent, unified solution to manage more than 9,000 returned mechanical parts every day across a network of over 230,000 locations and stakeholders. The route, condition, and purpose of each of these parts must be completely transparent and ready to view in real time, at any time.

Implementing a centralized system cut processing times, opened new routes for returns, and initiated continuous improvement processes while ensuring compliance with quality standards. The precise management of stock and costs, and maximization of the ROI of reusable parts, demonstrates the viability of their circular economy initiative and underlines the importance of a comprehensive management system to ensure efficiency and adaptability of the process.

The scale of this operation is demonstrated by a specific local example, in which up to 6 trucks deliver more than 1,000 parts each to a sorting center every day. That equates to over 2 million annual returns. With an aim to generate more than €2 billion in revenue by 2030 through circular economy activities alone, the company projects a 5x increase in these volumes in the coming years.



A More Sustainable, Profitable, and Efficient Reverse Supply Chain

With advanced automation, seamless integration, and data-driven optimization, businesses can transform their returns and recycling processes from an operational burden into a strategic advantage to experience:



Full visibility and traceability over returned components, ensuring that all reusable items are reintegrated efficiently.



Faster, more accurate sorting and categorization, reducing human errors and improving recovery rates.



Real-time tracking of financial and sustainability KPIs, providing clear insights into cost savings and environmental impact.



A more structured and scalable circular supply chain, ensuring long-term efficiency and compliance with sustainability initiatives.



With technology as the backbone of a circular economy strategy, businesses can move beyond reactive waste management and actively create value—both financially and environmentally—by turning returns into opportunities.

CONCLUSION

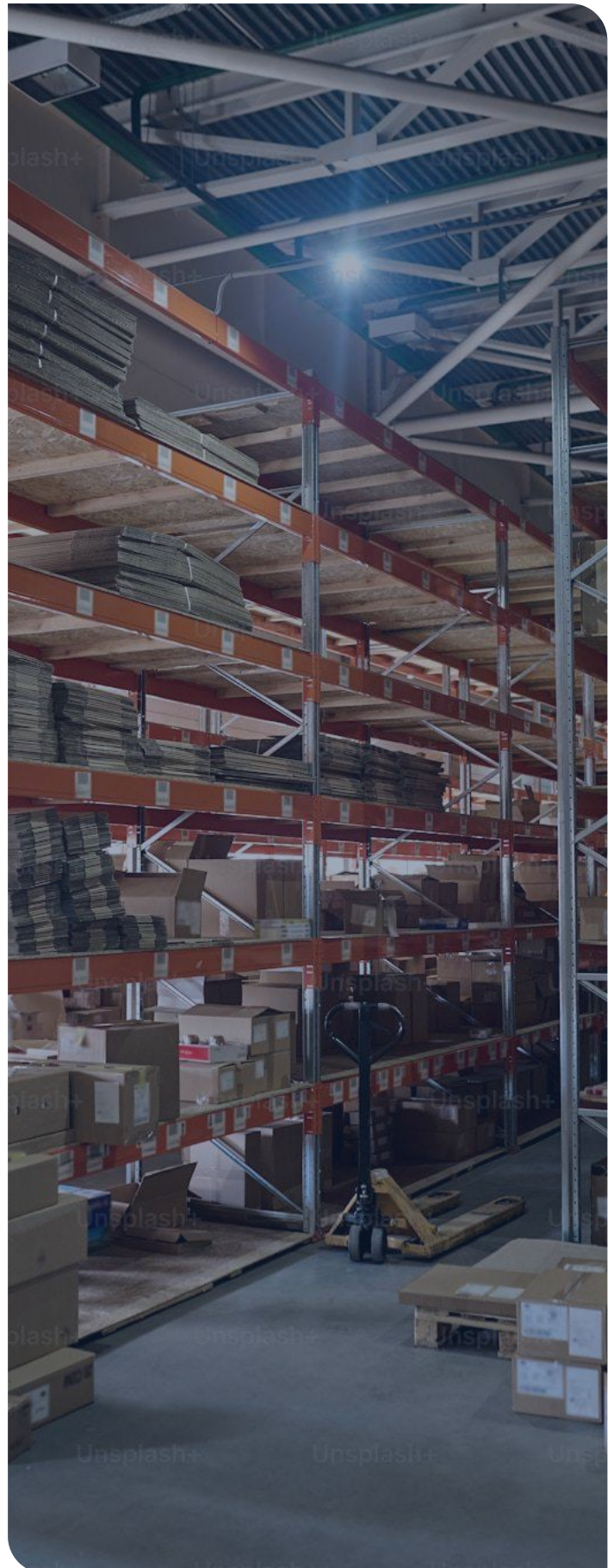
Intelligent Application of Technology for a Resilient Supply Chain

As businesses continue to navigate an increasingly complex global market, investing in cutting-edge supply chain solutions will be crucial to maintaining competitiveness and delivering superior customer experiences.

Planning is important, but execution is where real-time flexibility is crucial. Businesses must be equipped to pivot when disruptions occur, whether that means rerouting shipments, sourcing alternative suppliers, or redistributing inventory across distribution centers.

The case studies presented in this ebook demonstrate the power of agile, technology-driven supply chains in an era of continuous disruption. Enterprise-level B2B companies are meeting logistical challenges head-on—and seeing measurable benefits for their efforts.

Technology plays a transformational role at each stage in the process. Transforming order capture, achieving advanced logistics orchestration and scalable supply management, managing lead times, or creating a viable circular economy; each example underscores the critical role of real-time supply chain orchestration solutions like OMS and WMS in modern distribution networks.





Kbrw is proud to be an EcoVadis certified Committed company towards sustainability goals. This reflects our unwavering commitment to sustainability, ethical practices and making a positive impact globally.



Kbrw is recognized as a Representative Vendor in the 2024 January Gartner® Market Guide for Distributed Order Management Systems, a Tier-1 leading OMS provider for Food, Drugs, C-Stores and Mass Merchants, with “extensive grocery capability” in IHL’S 2024 Order Management Market report, and a Notable Vendor in Forrester’s Q3 2024 OMS landscape report.



Kbrw is a member of the MACH Alliance, which presents and advocates for future-proof enterprise technology that is composable, open and best-of-need - microservices- based, APIfirst, cloud-native SaaS, and headless - supporting agile businesses ready to take advantage of the latest innovations as they emerge.

Powering Retail Excellence with High-Performance SaaS Solutions

Kbrw is a SaaS company developing high-performance solutions that empower retailers to deliver personalized customer experiences, optimize operational efficiency and leverage new growth opportunities, while building a

resilient supply chain.

Our flagship products, including the Order Management System and Warehouse Management System, are recognized for their exceptional performance and flexibility, making complex processes easier to manage and track.

For over 15 years, we have supported retailers across

multiple industries (like LVMH, Carrefour, Etam Group, Stellantis, Michelin, Renault, etc.), helping them deploy omnichannel operations in more than 123 countries, with a gross merchandise value exceeding €30 billion and integration across more than 17,500 points of sale and inventory.