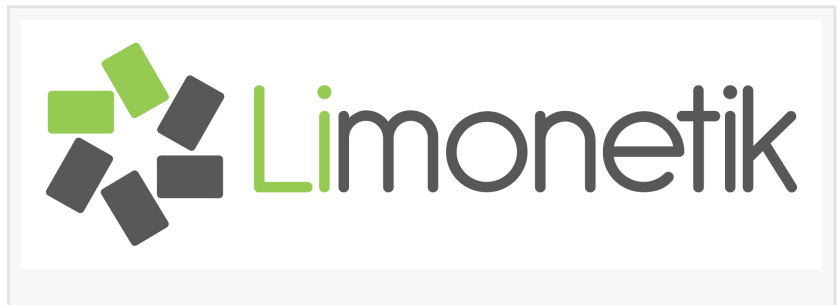


OroCommerce teams up with Limonetik to market an all-in-one B2B e-commerce platform

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/EINPresswire.com/ -- [OroCommerce](#), a software publisher whose e-commerce platform caters specifically to B2B needs, and [Limonetik](#), a major fintech firm who specialises in international payment services and marketplaces solutions, partner with leading European Acquirers and payment service providers, have announced they are signing a partnership agreement.



With offices in Los Angeles, Berlin and Wroclaw (Poland), OroCommerce (or Oro) has been credited by industry consultants Frost & Sullivan as being the world's leading platform in B2B e-commerce. A pioneer in its field, Oro is now asking Limonetik to bring in its expertise in payment ecosystems to serve B2B clients worldwide. "The Oro team is thrilled to welcome Limonetik as our new technology partner", announced Motti Danino, OroCommerce COO. "We believe that Limonetik's global reach and experience in aggregating payments and marketplace solutions makes them an ideal technology partner for OroCommerce."

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Christophe Bourbier

B2B e-Commerce, a booming market

Last year, Forrester anticipated that B2B e-commerce would reach \$889 billion by the end of 2017, making up 11% of the total of B2B sales in the US alone. The research firm also calculated the number of B2B buyers who would make at least half their purchases online in 2017 at 53%, up from 32% in 2014. Frost & Sullivan, on the other hand, predicts that B2B e-commerce will reach \$12 billion in 2020 as compared to \$3.9 billion for B2C. This staggering rise proves that, on average, much more is spent in a B2B shopping cart than in a B2C one.

Driven by digital transformation and an ever-increasing number of corporate internet users, the explosion of B2B e-commerce follows the logical trend of business internationalisation and productivity.

New growth strategy for B2B players: e-commerce

B2B buyers also want to take advantage of the digital online world. Their goals: a smoother and more seamless customer experience, better responsiveness, more efficiency. Today, 74% of B2B buyers claim they make at least half their purchases online. But to maximize their chances of success, these B2B players must manage the entire life cycle of the business customer: from initial contact, to online payment with the appropriate payment methods, to electronic invoicing. And for an international business, B2B merchants must propose the appropriate local payment methods, respect the

regulations of each country, etc.

Achieving all the objectives and reaping the expected benefits is certainly no mean feat.

Mr Danino feels, “companies must focus on their core business and on acquiring new customers. Our B2B e-commerce platform is a guarantee of performance and ease-of-use. In joining Limonetik we will meet the needs of our customers even more effectively and guarantee an optimal user experience.”

Our partnership with OroCommerce is strategic; it is a real asset for B2B customers because they benefit from a unique global solution integrating a wealth of payment features”, explains Christophe Bourbier, Chairman and co-founder of Limonetik. Through a unique feature-rich API, Limonetik’s customers access a selection of more than 125 international payment methods and advanced services. These range from accepting payments, to collecting funds, to accounting reconciliation and regulation compliance. “The international scope of OroCommerce is speeding up our development internationally. Thanks to this all-in-one solution, which combines the advantages of the Oro platform (i.e. e-commerce with a CRM and the strengths of the Limonetik payment platform) we can meet the B2B market demands under the best possible conditions.”

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