

Cloudfy Wins Two Direct Commerce Awards Recognising Enterprise B2B Innovation with Ride Designs and Macfarlane Packaging

Powering the future of B2B eCommerce with smart, scalable tech that delivers measurable impact across healthtech, packaging, and enterprise sectors.

LONDON, ENGLAND, UNITED KINGDOM, October 15, 2025 /EINPresswire.com/ -- Cloudfy today announced it has won two prestigious Direct Commerce Awards, recognising the platform's impact in enterprise B2B eCommerce and the success of its customers in highly complex, integrated environments.



-- Cloudfy has been recognised as a winner in two categories: Best Exploitation of Technology (Annual sales over £25M (B2B)) and Best Multi-Channel Business (Annual sales over £50M (B2B)). Winner: Ride Designs x Cloudfy

“

Cloudfy's strength lies in delivering tailored, enterprise-grade B2B solutions that scale with our customers' ambitions and adapt to the complexity of their industries.”

Simon Hartley, Founder, Cloudfy

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These accolades highlight Cloudfy's strength in delivering secure, scalable and deeply integrated B2B commerce for manufacturers and distributors operating at scale.

Cloudfy is a leading B2B eCommerce platform that provides a seamless flow from assessment to production.

Ride Designs selected Cloudfy to harmonise sales and production processes with a bespoke, field-ready

application that captures precise measurements, 3D scans and clinical questionnaires, then routes complete orders straight into production. The goal: a seamless flow from assessment to

manufacture with full auditability and fewer hand-offs.

Macfarlane Packaging, the UK's largest distributor of protective packaging, chose Cloudfy's enterprise B2B platform for its SaaS model, 24/7 support and proven ERP integration pedigree, including IBM iSeries. The programme also enabled direct integration to major customers via punchout and e-procurement standards such as SAP Ariba, EDI and cXML, supporting multi-site growth and service at scale.

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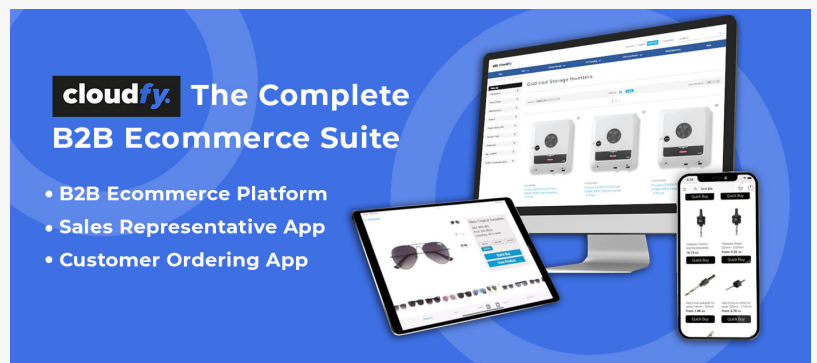
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A key strength that sets Cloudfy apart is its ability to integrate deeply with complex enterprise systems. Unlike many platforms that focus only on front-end commerce, Cloudfy acts as a single source of truth, synchronising products, pricing, customers, orders and invoices with the customer's core ERP in real time.

This capability helps eliminate manual re-keying, shorten order-to-cash cycles and maintain full visibility, critical in regulated, audit-heavy industries such as packaging, manufacturing, healthcare and pharmaceuticals. It was also a key factor in the award-winning deployments with Ride Designs and Macfarlane Packaging, enabling both organisations to remove operational friction and scale with confidence.



B2B Ecommerce Portal - Cloudfy



The future-proof B2B eCommerce platform

Cloudfy gives B2B companies the flexibility to evolve without being locked into rigid architectures. [The future-proof B2B eCommerce platform](#)

Cloudfy is a leading B2B eCommerce platform

Founded in 2012, Cloudfy supports hundreds of customers across the UK, USA, Australia and Europe. Cloudfy is an [enterprise B2B eCommerce platform](#) purpose-built and trusted by global manufacturers and distributors to power their digital transformations. Cloudfy offers the most extensive suite of built-in B2B functionality available on the SaaS market today.

Cloudfy x Ride Designs Case-study: Field-to-production digital workflow with 3D scanning and structured assessments routed into manufacturing, designed to remove manual hand-offs and errors. Cloudfy x Ride Designs Case-study. Cloudfy and Ride Designs work was also recognised with the Best Rehabilitation Technology Solution award at the Health Tech Digital Awards in 2025.

Cloudfy x McFarlane Packaging Case-Study: Enterprise B2B portal on Cloudfy with IBM iSeries integration, punchout and e-procurement connectivity including Ariba, PoET, EDI and cXML. Cloudfy x McFarlane Packaging Case-Study

Cloudfy powers pharma B2B during peak season Cloudfy's platform also supports pharmaceutical businesses during peak holiday demand with compliance-ready, scalable solutions. [Watch how Cloudfy powers pharma B2B during peak season](#)

Cloudfy Wins Best B2B eCommerce Platform 2025 Cloudfy was recently named Best eCommerce Platform at the eCommerce Awards 2025. Cloudfy Wins Best B2B eCommerce Platform 2025

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