MEDIA RELEASE

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**New B2B eCommerce whitepaper launched today
featuring insights from 36 experts**

FOR IMMEDIATE RELEASE

Melbourne, AUSTRALIA — Balance Internet has today launched a 126-page whitepaper with the title '*How to Succeed at Digital Transformation in B2B eCommerce: Achieving success in APAC's booming B2B landscape*'.

The whitepaper's 18 chapters each tackle a different aspect of digital transformation in B2B (business-to-business) eCommerce, such as Fulfillment, Marketing Strategy, and Business Intelligence.

"The B2B world is set for disruption" said James Horne, Director of Strategy at Balance Internet. "There has historically been a distinction between B2C and B2B approaches, but in recent years, the line between the two has been fading, if not disappearing completely."

The whitepaper interviews 36 experts from across the eCommerce landscape, featuring insights from staff at companies such as Adobe, Openpay and dotdigital. As well as relevant topical research, the book includes practical advice and tips for differentiating your B2B brand.

Balance Internet has been operating for over a decade in the eCommerce space as an Enterprise-level Magento partner, delivering seamless and engaging shopping experiences for a wide range of complex organisations such as Bupa, Monash University, Total Tools, Fairfax, and the Australian Government Department of Human Services. The company has offices across Asia Pacific and Europe, 44 team members certified in Magento 2, and hundreds of successful builds.

The whitepaper is now available for download on Balance Internet's website.

https://www.balanceinternet.com.au/succeed-digital-transformation-b2b-ecommerce/

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About Balance Internet

Balance Internet is an award-winning Australian eCommerce solutions provider, specialising in building and supporting seamless integrations for large organisations. Balance Internet has offices in Melbourne, Sydney, Canberra, Auckland, Brisbane, Ha Noi and Kharkiv; giving clients a global footprint with local acumen. The company delivers innovative, high-performing solutions that have been recognised globally. They are one of the most experienced eCommerce solutions providers in Asia Pacific, with members of the core team working in the space since 1996.
www.balanceinternet.com.au

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