



Mag 360 Extends Magento Services to B2B Businesses

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Mag 360, a leading Magento e-commerce provider in Europe, has widened its operations to include services for B2B businesses around Europe. The official Mag360.net statement claimed that their move to include B2B businesses comes at a time when Magento customer base is at a record high in Europe, thus hoping to tap on the hundreds of businesses that constantly seek help in order to efficiently implement and use the tools found the Magento platform.

"We have realized that there are hundreds of b2b businesses all over Europe that have no idea they could tap on Magento services and change how they run their businesses for the better. We want to reach out to such companies and help maximize the Magento tools and ecommerce services availed to the public," Job Brandt, website founder said.

In recent months, the Magento platform has been heavily invested in to help merchants improve their innovations and offer more value to their customers. However, there has been little documentation on how owners of B2B businesses could use the platform to enhance their productivity or improve their revenues in the long run. In fact, recent studies show that most B2B businesses that tried using the ecommerce platform hardly achieved the success they hoped for. However, Mag360.net hopes to change this narrative by strategically using tactics B2C companies used and succeeded on Magento.

Mary Meyer spokesperson, Mag 360 said "The Magento platform contains several key features that could benefit every B2B business if implemented effectively. However scaling through the complexities that come with running a B2B business online is usually a challenge most people fear to tackle. We are here to provide business-to-business models and one can tap on some of the best tools, an ecommerce platform has provided in recent years."

"Most B2B businesses tend to fear promoting their services online even when there are benefits. There are businesses that can for example succeed enormously if they tapped on the ERP integration feature on Magento, but they lack someone to guide them. We at Mag360 however wish to join forces with such businesses. We want to partner with every B2B business that still believes in the power of online marketing, inventory tracking, manage pricing terms and accounting details," Ms. Meyer said.

Mag360 boasts of a great reputation around Europe for helping businesses improve their management systems on Magento, and they will now try to convince B2B businesses that doubt the platform to be their partners. Some of the Magento features Mag360 plan to use on their B2B partners include the partnership functions, inventory tracking as well as the open source feature. These features have been especially successful with Business-customer service companies, as it helps any businesses tailor their sites to the specific needs of their customers.

Magento has generally also been welcoming and cooperative to partners, and as such Mag360 hopes to have no problems while introducing B2B businesses to the platform.

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Mag 360

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