



# Magento 2 B2B with Lumarix

PACKAGE OVERVIEW

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[RIX XO.COM](http://RIX XO.COM)

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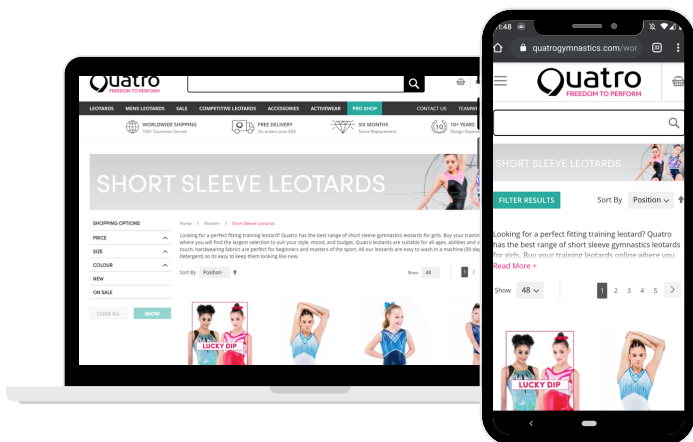
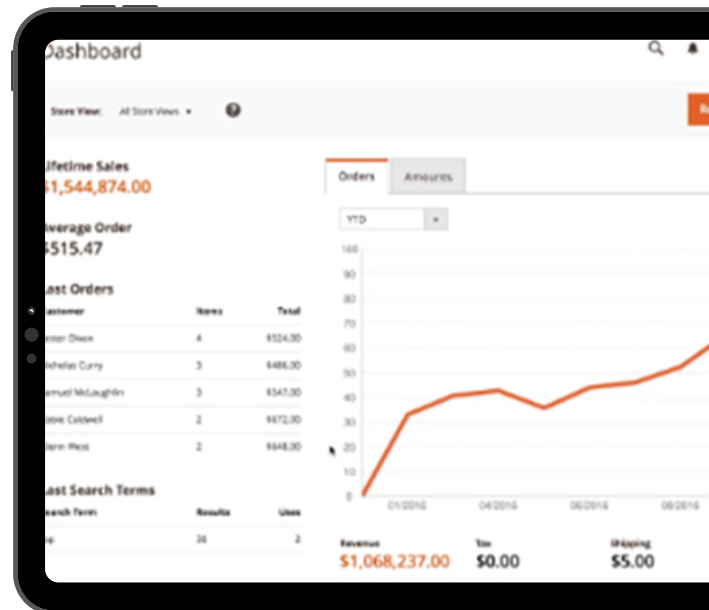




# Introduction to Lumarix

Magento Commerce is one of the world's most popular eCommerce platforms.

Magento's power lies in its flexibility of customisation, a network of Magento agencies, specialists and developers around the globe and a powerful and innovative community.

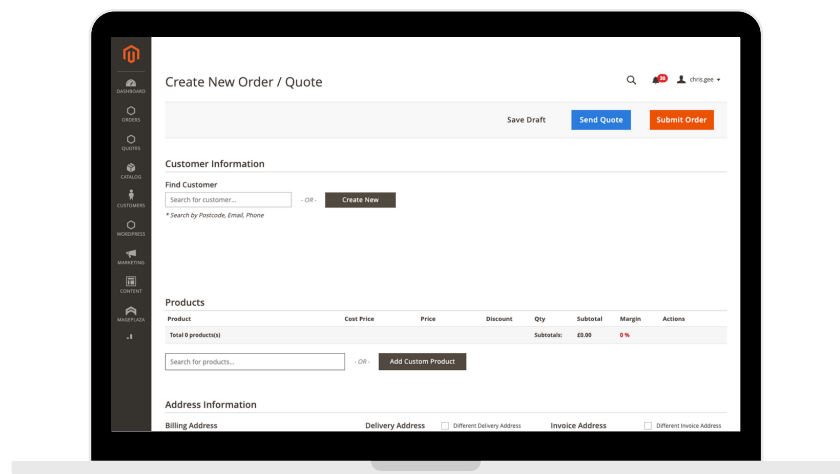


## WHO'S IT FOR?

Scalable and adaptable, Magento 2 is suitable for Enterprise eCommerce websites, SMEs and startups looking for a solution that will grow with their service offering and customer requirements.

## FAST, FLEXIBLE, POWERFUL, AFFORDABLE

We are confident you will not find a more functional, feature rich Magento 2 package for less.





# Magento by Rixxo

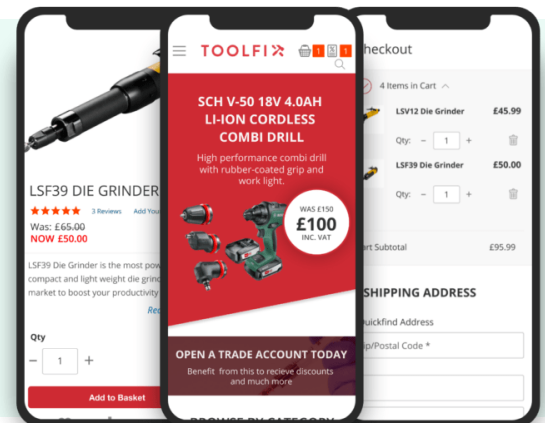
We've created a package of market leading extensions, Magento Open Source and a flexible Magento B2B theme that saves time and money. We call this product **Lumarix**.

## WE BELIEVE THIS IS THE BEST VALUE MAGENTO B2B PACKAGE OUT THERE.

Built by a team with over a decade of experience, we use templates, shortcuts, techniques, tips and tricks to create a B2B Magento Framework that is fast to deploy, easy to grow and affordable.

## KEY BENEFITS OF LUMARIX

- 90% of what you want, how you want, when you want
- Ready in as little as 2 weeks
- 100% customisable
- Tried & tested features and layouts



## WHY DO THE SAME THING TWICE?

We have built many eCommerce sites for brands and businesses of all sizes. Around 90% of the time, though the design is different, most of the functions stay the same. Instead of starting from scratch on every project, we build and maintain an awesome collection of functions that improve over time.

As part of our ongoing Lumarix support, you have access to all of these exceptional features and only pay for installation, customisation and third-party licenses.

**We have over 200 additional functions worth more than £250,000 of development accessible to our Lumarix clients. Want to join in?**



# The types of Magento

As an Adobe Commerce Partner we are able to supply all types of Magento. We will help and advise on the correct choice of platform to suit your current and future needs.

## OPEN SOURCE

FREE

### FREE TO DOWNLOAD

There is nothing stopping you downloading open source Magento, installing it on a system and building the site yourself.

### MILLIONS OF RESOURCES

There are literally millions of users, developers and advocates of the platform. They contribute to the free and paid versions, guides, blogs, how-to's and online documentation.

### EXTREMELY FLEXIBLE

As you have downloaded all you need to run the system and it's on your servers, you can change whatever you choose. Magento is modular and highly customisable.

If you are looking for an integration or a highly complex eCommerce system, Open Source has many advantages.

### OWNERSHIP & IP

You can't claim to own the IP of Magento Open Source when you develop something to enhance or modify it, but you can claim that.

You are also not tied to a provider. Should you wish to change direction, move your data or migrate to another CMS, you are free to do so without obligation or contractual ties.

## COMMERCE CLOUD

from £20,000 per year  
plus design & build costs

### BUNDLED OFFERING

A powerful offering from Magento/Adobe. Magento Commerce Pro was previously known as Magento Enterprise whilst Adobe Commerce Cloud is the newest iteration of Commerce Pro, fully integrated with Adobe Experience Studio.

For those serious about data and growth, Commerce Cloud offers so much. For those who are new to eCommerce or with limited size teams, you may find you don't use the bells and whistles you pay for.

### RESERVED FEATURES

To retain the value proposition and price of the paid platform certain features are held back for those who pay annual fees.

These include:

- B2B Suite
- Page Builder
- Adobe Sensei AI
- Visual Merchandising and more.

They are highly desirable and a strong reason for choosing Commerce Cloud over Open Source.



BRONZE

Solution Partner

## LUMARIX THEME

from £15,000 **including** design  
& build costs

### BEST OF BOTH

We've taken the freedom and flexibility of Open Source, married it with scalable cloud hosting and a suite of ready to deploy modular extensions to bring a comparable set of features to Commerce Cloud in a package that is unbeatable value for money.

Lumarix is best suited as a stepping stone to Commerce Cloud, but the great news is that the theme and functions will easily migrate to Commerce when you are ready.

### COMPARABLE FEATURES

We've added B2B features to match Commerce, Visual Merchandising tools, many missing features and functions commonly requested and created a UX optimised theme.

### A DECADE OF MAGENTO

Magento has evolved, eCommerce has evolved and businesses expect to be led by their providers. We've done the heavy lifting with Lumarix and have created a package that reduces your time to release features and will support your business for many years. We continue to add new features for Lumarix, and once you are part of the ecosystem you only pay for the time it takes to add new features to your store - saving you time and money.

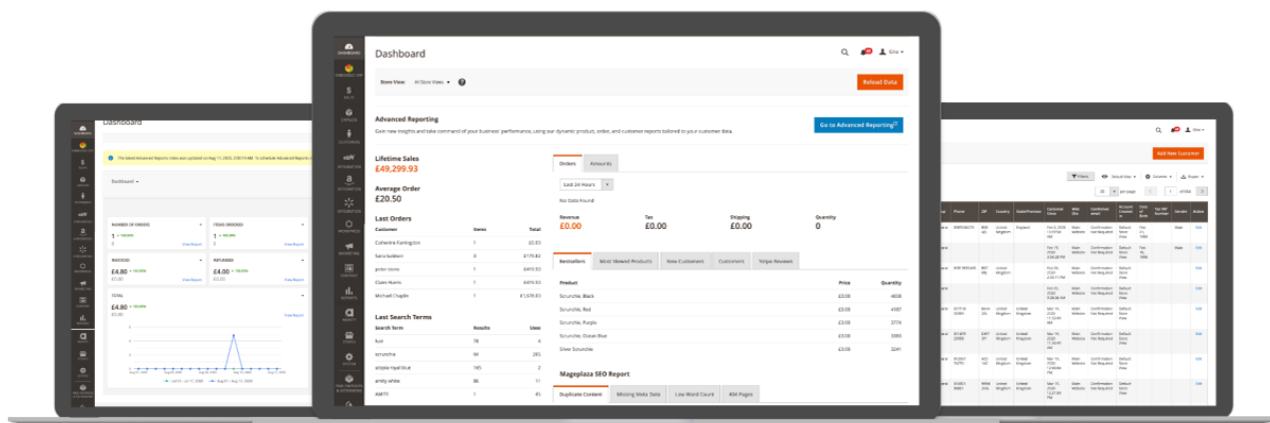




# Lumarix Features

Over 10 years of Magento B2B experience has created this flexible, feature rich and future ready package. Why waste your money doing the same thing others have done?

Lumarix delivers 100's of features in a single package, is fast to deploy, and saves £1000's.



## Everything you need & more

Available to all Magento B2B clients is a growing collection of over 200 additional features that can be used to enhance your store. This is on top of all the features that are already available in Magento Open Source. Here are just some of the favourite features of our Magento B2B package, Lumarix.

### MARKETING TOOLS

- Visual Merchandising Tools
- Labels over product images based on rules
- Automated Google Shopping Feeds
- Email Marketing
  - Mailchimp
  - Sendinblue
  - Dotmailer
- Abandoned Cart Emails
- Google Tag Manager Integration
- Spam Filters & Captcha
- Simple or WordPress Blog Integration
- Instagram Feed

### ADMIN EXTRAS

- Shipping types restricted by Customer Group and/or Admin Only Payments
- Custom Shipping for Telephone orders
- Access to ODB Telesales Dashboard\*
- Help Desk
- Flexible Menu Builder
- Edit & Delete Orders
- Customise PDFs
- Email Attachments
- Custom Form Builder

### MULTI-SITE & GLOBALISATION

- GEO IP Redirects
- Store and Website Switcher
- Restrict admin by Website
- Google Translate
- Currency Conversion
- Currency and Price Rounding
- Translation Templates

### SALES & MOTIVATION TOOLS

- Customer Segmentation
- Gift Cards
- Reward Points
- Popup Manager
- Customers Also Bought
- Customers Also Viewed
- Related Products, Upsells & Crosssells
- Facebook Chat
- Live Chat

### UX ENHANCEMENTS

- One Step Checkout
- Super Fast Search with Spelling and Synonym correction
- Quick add items to basket by SKU
- FAQs Manager
- Social Login including LinkedIn & Strava
- Product Questions
- Redirect on Signup
- Convert Guest to Customers

### SPEED & OPTIMISATION

- Full Page Cache
- Cache Warmer
- Bot Filtering
- Image Optimisers
- JS & CSS Minification



## Payment Methods

Payment gateway choice is important. There is no guarantee you will be accepted by a provider. We are familiar with most payment gateway providers and have our favourites to work with.



Opayo, formerly **SagePay**, is a popular and stable payment choice for Magento. We prefer the Ebizmart extension for integration as it has a proven track record.



Braintree payments are PCI compliant, reliable and easy to use. Using the Braintree extension also adds additional abilities including Paypal, Apple Pay, Google Pay and other overseas wallets less familiar in the UK.



Stripe is easy to integrate and offers fast and easy access to online card payments for new businesses. Like Braintree it also adds Wallet support for various wallets.



Buy with Google Pay



## PAYMENT WALLETS

Lumarix has support for major payment wallets through compatible payment gateways.

Rixxo B2B clients see on average an 8% increase of conversion via digital wallets.

This reduces technical overhead as wallets are typically PCI compliant as provided.

## CREDIT TERMS

Lumarix also offers support for multiple credit and invoicing terms.

Through this you can ensure customers know how much credit they have before purchasing.

You can also allow customers to enter custom purchase order numbers for tracking, ideal for B2B transactions.

### Select a new payment method

☒ Credit Limit

☒ My billing and shipping address are the same

Veronica Costello  
6146 Honey Bluff Parkway  
Calder, Michigan 49628-7978  
United States  
(555) 229-3326

Purchase Order Number

000000011

Available Credit Balance: \$1,000.00

Insufficient credit funds

Cart Subtotal

Shipping  
Best Way - Tab  
Rate

Tax

Order Total

4 Items in C





# Shipping & Logistics

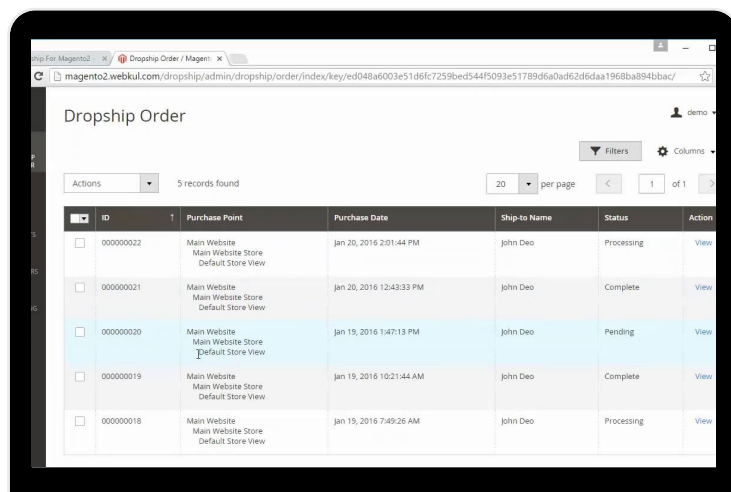
Lumarix lets you handle all of the shipping and logistics on one platform. Boost your business with these money-saving, efficient shipping capabilities supported in Magento 2.

## DROP SHIPPING

In Lumarix you can set up and manage drop-shipping from within the platform.

With drop-shipping, you don't own the stock, instead ordering it through a third-party whenever a customer purchases an item.

This saves costs on buying and storing unsold stock and can be managed automatically within Magento 2.



## MULTI-WAREHOUSING

Lumarix allows you to manage multiple warehouses, accurately track stock across multiple locations and automatically split inventory across all your sites.

## CLICK & COLLECT IN STORE

Save on shipping entirely with a Click & Collect option for your B2B eCommerce site. You can show all your store locations graphically or detect the pick up point closest to returning customers.

## Supported Shipping Integration Systems

Use these shipping integrations to set and manage delivery options, add site wide or customer specific rules for shipping and rates, and create a lasting, effective shipping strategy for your business.

Lumarix is compatible with:



ShipperHQ

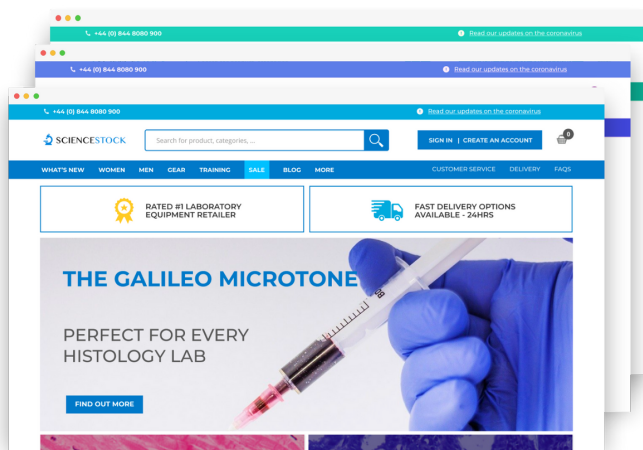


... AND MANY MORE



## Multi-Store Compatible

Unlike other shopping CMS platforms, Magento offers a single unified platform capable of multiple languages, brands, prices, taxes, catalogs and product offerings. Lumarix is fully compatible with multi-store, all from a single admin platform.



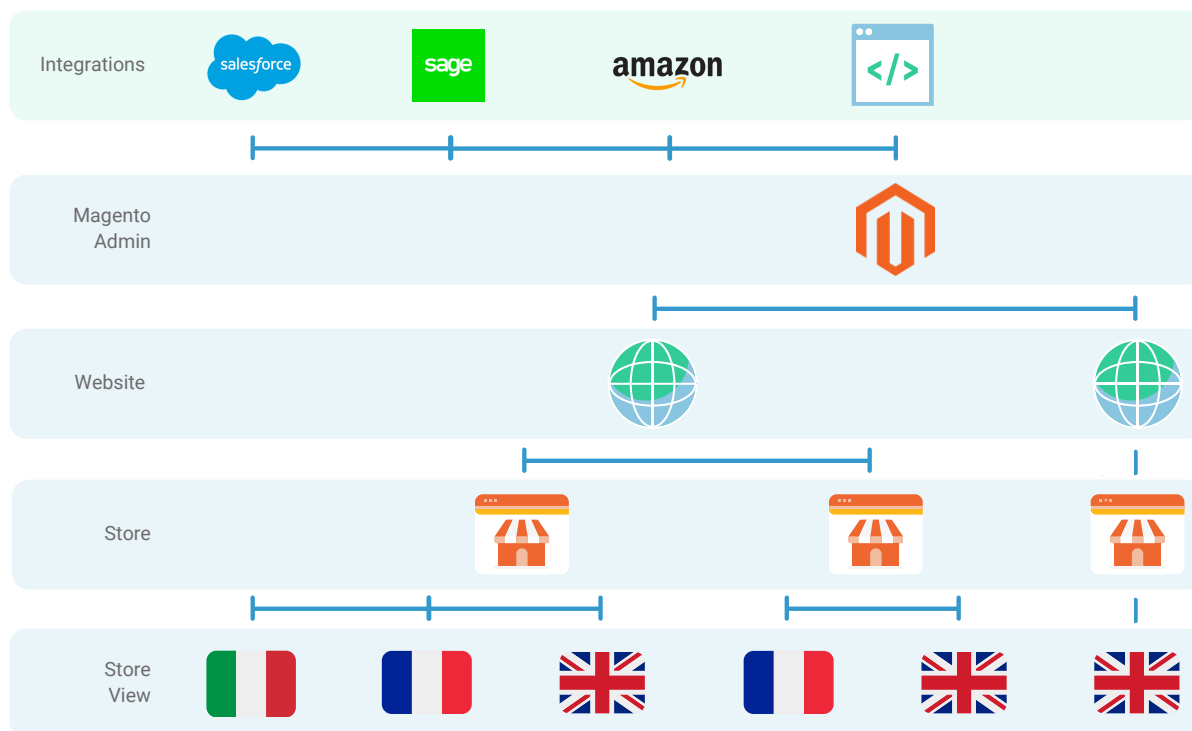
Multi-site architecture enables you to sell to consumers, businesses, or both on one platform.

Manage all of your content and products on a unified platform designed for global scale and local adaptation.

Reduce technical overhead as you only need one theme and code base to manage. Overall, you'll have lower costs and less required resources.

## A UNIFIED, MULTI-BRAND WITH GLOBAL REACH

With one website, you only have one place to integrate systems like an ERP or CRM, rather than running multiple stores that may all need separate integrations.



In this example, stores views are used as translations to different languages. There are many use-cases for stores, views and websites including currency, language, product, price, brand and user variations.

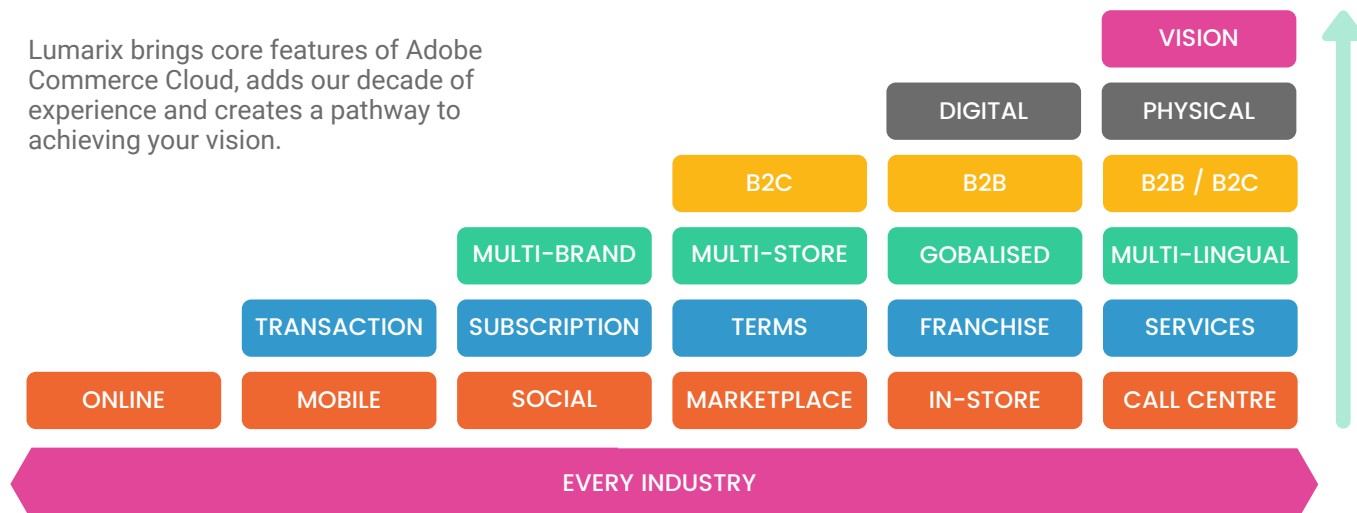
This diagram highlights (in green) a major advantage of Magento: a single integration point for all websites and stores.



# A platform for every touchpoint

Adobe and Magento provide an end-to-end platform to manage, personalise, and optimise the commerce experience across every touch point.

Lumarix brings core features of Adobe Commerce Cloud, adds our decade of experience and creates a pathway to achieving your vision.



## A SEAMLESS, CONNECTED EXPERIENCE

Online shopping behaviour is evolving. As this behaviour changes, people are bringing their shopping habits from home, to work. An everyday user does not distinguish a B2B website from a B2C website. For them, they expected a connected, intuitive experience.



### BUSINESS PURCHASERS EXPECT:

- To see orders they have placed with you in their account on the website
- Live availability of stock holdings
- Estimated delivery costs & timescales
- Credit availability where offered
- To open accounts online
- To see their agreed prices with your business when using your site
- For your site to make their experience better

## WHAT YOU NEED, WHEN YOU NEED IT

Our Lumarix Magento 2 suite is capable of satisfying these user needs by providing the function, and operating within your business as the Primary or Agent of data.

We will work closely with you during the planning phases of the project to determine where inventory, price, customer and order data is handled for different process and what data is available at which touchpoints.

Our focus during this time is on the end user experience, data integrity and efficiency.





# B2B Features of Lumarix

Adobe Commerce is feature packed with B2B tools provided by Magento. However, if you are not ready to commit at enterprise level OR it isn't the right choice for your business, we are able to offer a comparable set of B2B features that look, work and integrate in an almost identical way.

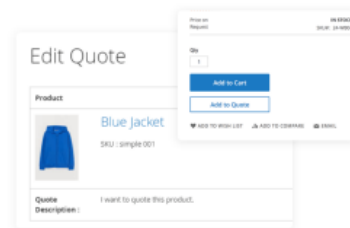
If a B2B function doesn't quite fit with your business process out of the box you can be assured it is 100% extensible and can be modified to suit.

## MOST REQUESTED FEATURES



### INDIVIDUAL CUSTOMER PRICING

Create catalog pricing, price rules and offers Per Customer or Company.



### QUOTES & POS

Allow customers to create and save quotes, sales teams to send proposals and facilitate a streamlined purchase order system.



### ACCOUNTS & PERMISSIONS

Allow multiple users within a company to share order details. Assign Order Approval Workflow rules to allow authorising purchases.



### FLEXIBLE INTEGRATIONS

Our collection of ERP, WMS and Accounting Connections, a highly flexible API and Cloud Infrastructure gives us the best possible start in integrating multiple systems.

## OTHER B2B OPTIONS

- ODB Telesales Dashboard
- Catalog Visibility Permissions
- Payment on Account
- Credit Accounts
- Payment Terms
- Store Locator
- Import/Export Inventory
- Import/Export Orders
- Multi-Warehousing
- Fulfilment Company Integration
- Drop Shipping



[B2B Feature Deck >](#)



# 41 Reasons why Magento & Rixxo

Lumarix is more than than a theme. It's our product name for everything that comes with being an eCommerce client of Rixxo.

## CUSTOMER AND PRODUCT SUPPORT

Technical support (phone, online)  
Expert Magento Advice  
Access to all Lumarix features  
Ongoing Development

## MANAGED CLOUD HOSTING

Single contact for licensing, hosting, and support  
Reliable, secure managed hosting and CDN  
Ability to deploy globally  
PCI compliance support  
AWS and Azure cloud services

## MARKETING TOOLS

Product Recommendations  
Advanced segmentation and targeting  
Custom attributes for deeper customer profiles  
Drag-and-drop visual merchandising tools and sorting rules  
Rules-based related products, up-sells, and cross-sells  
Automated emails to recover abandoned shopping carts and wishlists  
Enhanced CMS

## INCREASED CUSTOMER LOYALTY

Reward points with redemption rules  
Virtual and physical gift cards  
Store credit for returns or gift card balances  
Gift registry and multiple wishlists  
Gift wrapping options, gift receipts, and gift cards

## REASON #41

We promise to treat your business as our own by taking the time to understand your requirements, ambitions and available resources. We'll use all of our experience and knowledge to share our ideas, solutions and costs as transparently as possible, so you feel well informed and confident in your decisions.

Your success is our success.

## B2B FUNCTIONALITY

Self-service company account management  
Multiple buyers per company  
Assigned roles and permissions  
Support for payments on account  
Per customer pricing  
Streamlined online request for quote workflow  
Quick ordering by entering SKUs or uploading CSV files  
Requisition lists to speed purchase of frequently-ordered items  
Customer-configured purchase approval workflows

## BUSINESS USER TOOLS

Advanced content management with widgets  
Cost effective Magento Page Builder alternative  
Advanced customisable reports  
Content staging and preview sites  
Return Management Authorisation (RMA)  
Scheduled import and export of data  
Training and knowledgebase

## FUTURE READY

Easy to move to Magento Commerce Cloud  
Easily expandable and works with third-party extensions  
Fast to deploy additional features

## Real talk...

Whichever CMS you choose it will advertise 100's of features "built in".

It's really important to remember that all functions that appear on a screen need theming and your brand, and theme are unique to you. Just because a function is included doesn't mean it will always work if you turn it on.

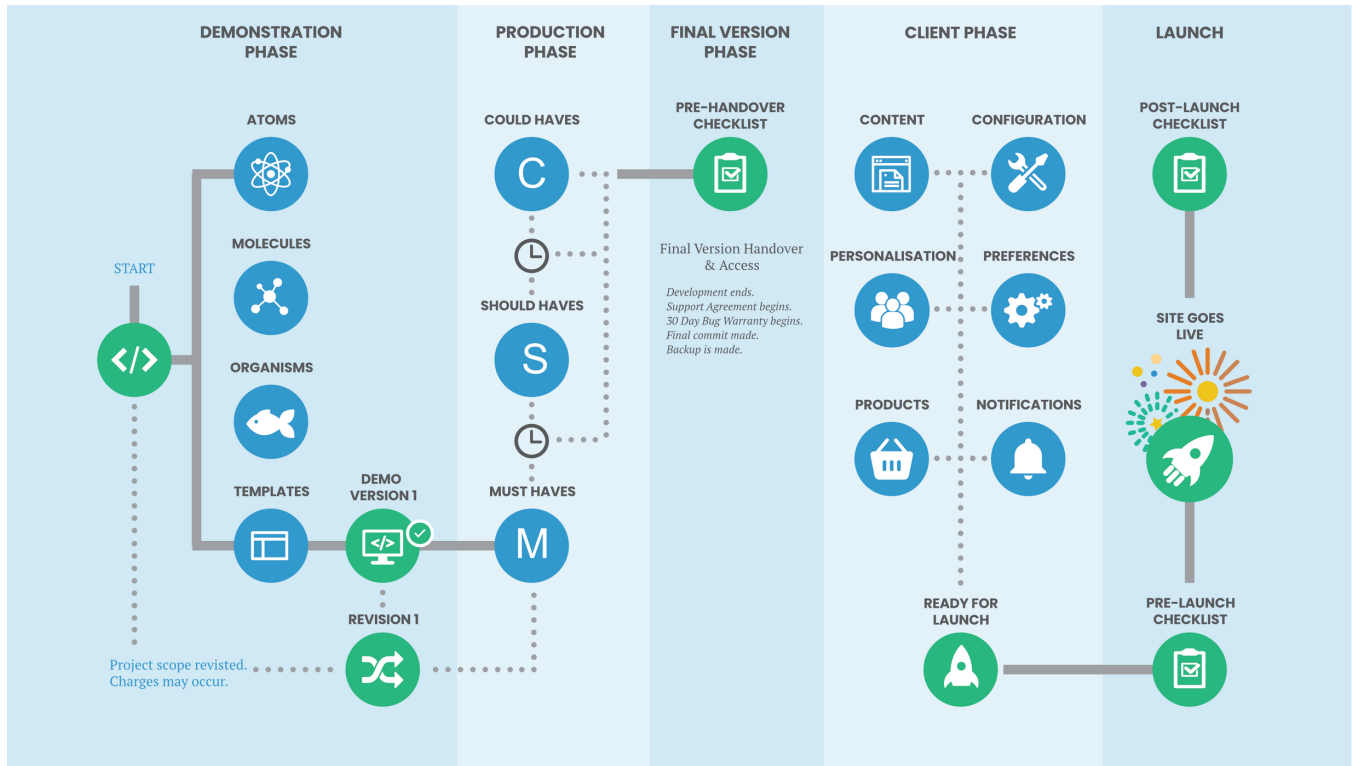
Being critical about the features you really need and disabling anything you don't intend to use straight away will keep your initial build costs, training costs, and deployment times lower, whilst increasing your site speed, conversion rate and customer experience at the same time.



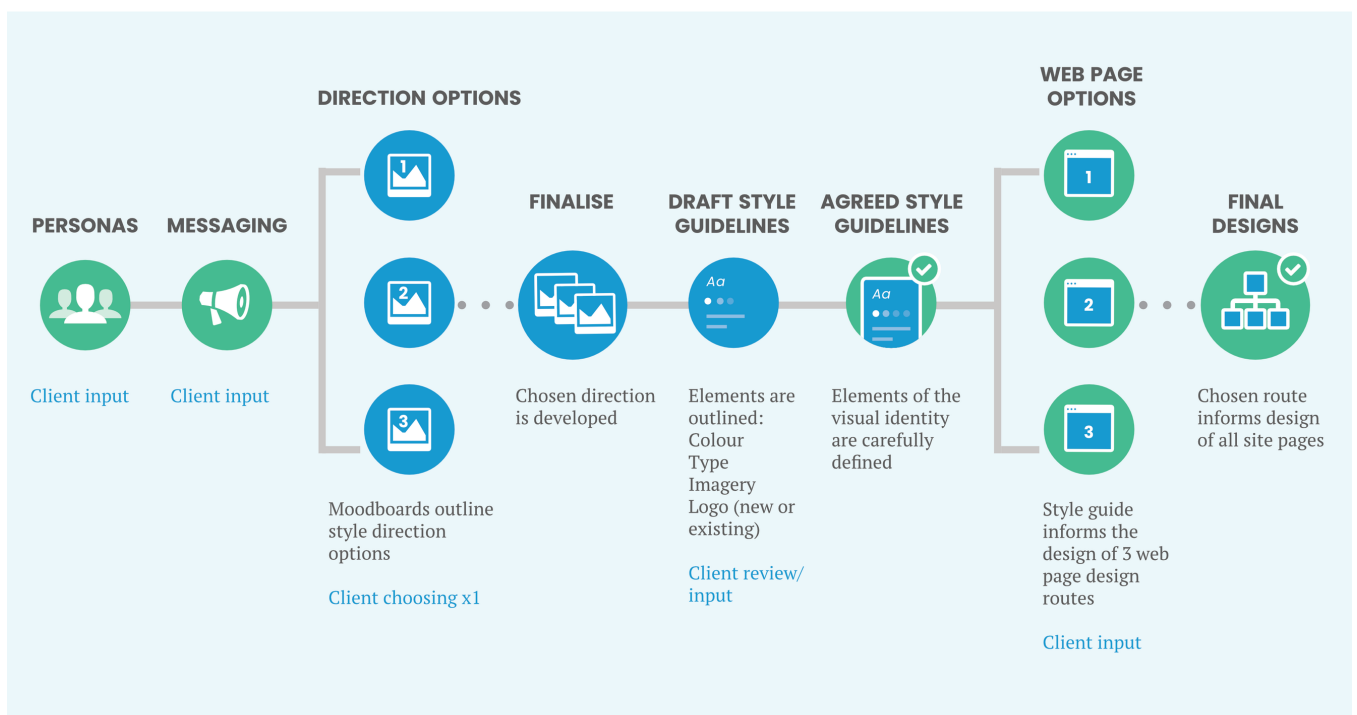
# Approach & lifecycle

We've been doing this a long time. Which means our process and approach have been developed organically over time and are now well documented and fine tuned. See how it works below.

## DEVELOPMENT APPROACH



## DESIGN PROCESS





# Getting started

Our process for building and deploying Magento sites reduces time and cost. We take a pragmatic approach and focus on reducing wasted budget.

Our long term goal is to build a strong relationship with our clients and grow with you.

## LUMARIX ATOM

FROM £15,000

### FAST | PRE-CONFIGURED | EASY

A pre-configured B2B Magento install ready to accept your catalog and content.  
Ready in as little as two weeks.

### BRANDED RESPONSIVE MOBILE READY THEME

The **ATOMIC** construction of our theme means we can provide you with a mockup of your site within 24 hours of starting the project.

Fonts, colours, buttons and styles can be brought "On Brand". The only thing to do is choose your images and content. If you need extra help with marketing we can assist you.

## LUMARIX CUSTOM

FROM £40,000

### BESPOKE THEME & UX DESIGN

A comprehensive design phase providing wireframes, mockups and finals to create a bespoke look for your Magento Store.

### CUSTOM MODULES & APPS

If your business process or product catalogue is unique or doesn't fit the norm then you probably won't find an off the shelf solution. Lumarix will provide an outstanding base platform and releases time and budget to build custom apps.

## WANT TO JOIN IN?

A conversation costs nothing. [Book a consultation with us now](#) and we'll happily talk through your needs to see if Lumarix is the best solution for your B2B business.

[Click here to book a consultation](#), email us on [hello@rixxo.com](mailto:hello@rixxo.com) or call on +44 (0)117 207 7504.