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For more details see the B2B E-commerce Solution extension page.

Guide for B2B E-commerce Solution for Magento 2

Optimize your e-commerce operations with our all-in-one B2B solution, tailored to the specific needs of modern B2B markets. Fully compatible with Adobe Commerce B2B, this solution provides a range of practical features that help your business adapt to shifting e-commerce trends and manage both B2B and B2C activities efficiently.

- Let companies create multiple accounts
- Create a structured dealers base
- Customize pricing policy per customer group
- Set precise access limitations
- Let buyers negotiate prices using quotes
- Streamline bulk ordering
- Grant store credits as incentives
- Build an automatic discount system
- Enable smart product recommendations
- Optimize shipping & payment operations
- Hyva-ready storefront and Hyva Checkout compatible
- REST API support

We've crafted **three tailored B2B solutions** to advance your business. Each feature is designed for seamless integration with each other and native Magento 2. Select the option that aligns with your business objectives, whether you're starting from scratch, enhancing your existing website with extra features, or transforming your B2C site into a fully functioning B2B or B2B2C platform.

B2B E-commerce Essentials Solution for Magento 2

This solution is built to empower your store with the most essential features to upgrade your B2C Magento store and make it ready for working in the B2B segment.

B2B Company Account

Simplify purchases for your customers by introducing B2B Company Accounts to Magento 2 store. Let companies register multiple user accounts, allow special permissions to enhance the shopping, and get more orders.

- Create multiple company accounts as a store admin;
- Allow businesses to create and manage sub-accounts from the frontend;
- Transfer users between company accounts in the backend;
- Easily manage all company accounts in one place;
- Offer personalized marketing and pricing based on company membership.
- REST API Support

Navigate to **Stores → Configuration → Amasty Extensions → Company Account**.

See detailed configuration guide here.

Quick Order

For B2B sales it's important to provide options for convenient bulk purchasing without visiting each product page every time. With this solution it is possible with the Quick Order page.

Key features:

- Let clients add products by SKU/Name
- Create orders by inserting multiple SKUs
- Import products for orders via CSV and XML files
- Allow buyers to specify custom product options
- Allow placing quick orders from the category pages
- Provide convenient quick order UX on mobile

To enable the functionality, proceed to **Stores → Configuration → Amasty Extensions → Quick**

Order.

See detailed configuration guide here.

Customer Group Auto Assign

This Magento B2B solution allows you to utilize a smart algorithm to automatically categorize customers into groups applying different pricing levels for different customer groups.

Key features:

- Manage customer groups based on custom rules
- Use simple rules based on customer and order attributes
- Schedule the rules processing frequency with integrated Cron functionality
- Define rules processing order via prioritization
- Easily manage all group-switching rules in one place
- Show customer group status in the customer's account

To adjust the rules for automatic assigning of customer groups, proceed to **Customers → Amasty Customer Group Auto Assign → Rules**.

Rules

👤 demouser ▾

Add New Rule

🔽 Filters

| Actions ▾ | 5 records found | | 20 ▾ | per page | ‹ | 1 | of 1 | › |

☐ ▾	Rule Name	Destination Group	Priority	Status	Action
☐	Switch to "10% discount" group (Number of completed orders > 5)	10% discount	1	ENABLED	Edit
☐	Switch to "20% discount" group (number of completed orders > 15)	20% discount	1	ENABLED	Edit
☐	Switch to "VIP" group (number of completed orders > 30)	VIP (30% discount)	1	ENABLED	Edit
☐	Switch to "Lifetime customers" group (customers since at least 2010-01-01)	Lifetime customers	1	ENABLED	Edit
☐	Switch to "Sports facilities" (number of products ordered from Gear/Fitness equipment category)	Sports facilities	2	ENABLED	Edit

See detailed configuration guide here.

Extended Product Grid with Editor

This module will enable you to monitor, filter, and modify any catalog info right from the grid to minimize time spent on catalog processing: add columns, edit data in the cells, and even manage the product inventory. Moreover, you can create templates to save the desired grid layouts and switch between them according to your needs.

Key features:

- Edit product data right on the grid
- Activate additional product attributes
- Add product grid templates
- Manage product inventory by adding or deducting items
- Customize filters to easily find information
- Compatibility with Magento Enterprise splitted databases

To configure general extension settings please go to **Stores → Configuration → Amasty Extensions → Product Grid**.

Editing Settings

Editing Mode
[global]

> Multi Cell ▼

Single Cell - data is being saved right after any cell is edited.
Multi Cell - Save button should be clicked after data in multiple
cells has been edited.

Crop Decimal Digits
[global]

> No ▼

When enabled, decimal digits in the grid are cropped to 2
decimal places and rounded.

Additional Grid Columns Settings

⌄ **Related products, Up-sells, Cross-sells Columns**

⌄ **'Qty Sold' Column**

Quantity Based Availability

Quantity Based Availability
[global]

> Yes ▼

When set to yes, availability will automatically change to 'In
stock' when quantity is positive and to 'Out of stock" when
quantity is zero or negative. When set to 'No', availability status
will not be updated automatically.

See detailed configuration guide here.

Product Attachments

Offer customers additional product info: provide accurate manuals, licenses, warranties and other
documents on webstore pages.

Key features:

- Upload the unlimited number of attachments
- Support for any file types
- Track attachments downloads
- Equip files with catchy icons
- Compatibility with the Magento Enterprise Remote Storage functionality

To configure general extension settings please go to **Stores → Configuration → Amasty Extensions → Product Attachments**.

See detailed configuration guide here.

Color Swatches Pro

With the extension, you can display prices in handy swatches, enable image flippers, zoom, configure preselect options, etc.

Key features:

- Enable product matrix
- Show prices of simple products
- Swap product image on mouse hover
- Reload product info with AJAX
- Allow customers to share URLs with custom product configs

To enable the module and adjust it, go to **Stores → Configuration → Amasty extensions → Color Swatches Pro**.

Configuration

Store View: Default Config ▾

Save Config

Color Swatches Pro 2.7.3 by **amasty**

AMASTY EXTENSIONS ∧

Extensions & Notifications

Color Swatches Pro

Google Account Login

Request a Quote

Hide Price

Sales Reps and Dealers

Store Credit

General ⌄

Reloadable Information ⌄

Product Matrix ⌃

Display Last Attribute in Rows
[store view]
For Specified Products ▾

Display SKU Column
[store view]
No ▾

Display Available Qty Column
[store view]
Yes ▾

Display Subtotal Column
[store view]
Yes ▾

Preselect ⌄

Zoom ⌄

Lightbox ⌄

Carousel ⌄

See this user guide to see the available configuration options.

B2B E-commerce Pro Solution for Magento 2

This solution includes all the Magento 2 B2B commerce features from the Essentials, plus extended functionality for advanced personalization and customer segmentation, catering to the diversified needs of growing B2B companies.

Request a Quote

This functionality will allow you to ceate accurately adjusted pricing offers to the various segments of your audience. Let buyers comfortably negotiate prices and create quotes in one click from any web store page.

Key features:

- Let clients request quotes from any page
- View and manage all quotes in a separate grid
- Automatically approve quotes with specific conditions
- Let guest visitors ask for quotes
- Easily turn quotes into orders

To enable quote request availability, proceed to **Stores → Configuration → Amasty extensions → Request a Quote**.

A detailed configuration guide you can find here.

Hide Price

Hide product prices and "Add to cart" button for specific products or whole categories. Manage prices display depending on customer groups.

Key features:

- Limit prices visibility on category and product pages
- Disable 'Add to Cart' and 'Add to Wishlist' buttons
- Show prices to specific customer groups only
- Customize text messages
- Redirect clients to any form or page

To configure the module, please go to **Stores → Configuration → Amasty extensions → Hide Price**.

Configuration

Store View: Default Config ▾

Save Config

AMASTY EXTENSIONS ⌃

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Hide Price 1.5.14 by amasty

General Settings ⌄

Hide Price Options ⌃

Hide Price
[store view]

Yes ▾

Hide "Add to Cart"
[store view]

Yes ▾

Hide 'Add to Cart' or replace it with the custom button, e.g. 'Sign up' or 'Get a Quote'

Hide "Add to Wishlist"
[store view]

Yes ▾

Hide wishlist link when price is hidden

Hide "Add to Compare"
[store view]

Yes ▾

Hide compare link when price is hidden

Frontend Options ⌄

Admin Email Notifications ⌄

Auto Reply Email Options ⌄

Check how to adjust price display for particular products, categories or even customer groups here.

Store Credit & Refund

B2B Suite also includes the solution to improve retention by granting store credits, that clients can use for further purchases.

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Key features:

- Add or subtract any store credit amount from the admin panel
- Let clients spend their credits on new purchases
- Process refunds with store credits application
- Show store credit and refunds balance in customer account
- Send notifications about any changes in balance

To activate the functionality, navigate to **Stores → Configuration → Amasty Extensions → Store Credit**.

Click here to check the configuration for all extension settings.

Sales Reps & Dealers

Provide high-quality service and individual approach to each customer by including dealers in your

business model.

Key features:

- Create multiple user roles
- Assign orders to particular dealers
- Let clients choose their dealers
- Show dealer information to clients
- Check the list of orders assigned to each dealer
- Use notifications to keep sales reps informed

To configure general extension settings, go to **Stores → Configuration → Amasty extensions → Sales Reps and Dealers**.

General

Default Dealer [global]

Frank Wilson

All new orders will be assigned to this dealer except if a specific customer is already assigned to another dealer.

Send New Order Email to the Dealer [global]

Yes

Indicate `Yes` to send a copy of the order email to the associated dealer.

Show Re-assign Fields [global]

Yes

On the order view page in Backend.

Show From To [global]

Yes

From whom to whom re-assigned order.

Show Author of Message [global]

Yes

Hide the `Manage Customers` tab [global]

No

On the `Edit User` page (the `Edit Dealer` page).

Allow dealers to see all customers and orders [global]

No

Indicate `Yes` to allow dealers to see all customers and orders in the system

Check how to adjust each setting in this guide.

Customer Group Catalog

Create an individual selling strategy for your clients by providing a selective catalog and price visibility for particular customers and customer groups to meet the needs of each segment.

Key features:

- Adjust the visibility of products and categories by customer groups
- Provide businesses with selective access to store catalog
- Hide or replace product price with CMS-block or image

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- Redirect users to custom CMS-pages or to 404 page

To configure these options, go to **Store → Configuration → Amasty Extensions → Customer Group Catalog**.

General Settings

Enable module [global]	Yes
Email Sender for Admin 'Get a Quote' Reply Email [global]	General Contact
Email Template for Admin 'Get a Quote' Reply Email [global]	Amasty 'Get a Quote' Answer

Email template chosen based on theme fallback when "Default" option is selected

Frontend Options

Admin 'Get a Quote' Email Notifications

Auto Reply 'Get a Quote' Email Options

Developer Options

To check detailed guide for the extension, click here.

Social Login

Provide customers with an easy single-click registration and login process via social networks.

Key features:

- AJAX pop-up for the login/register purpose
- 4 positions of the social login bar
- Redirect after login

- Included reCAPTCHA
- Supports Google, Facebook, Twitter, Instagram, LinkedIn, Amazon, Paypal, Twitch, Pinterest, etc.
- WCAG compliance

To configure these options, go to **Store → Configuration → Amasty Extensions → Social Login**.

General Settings

Enable Social Login
[store view]

Yes ▾

Set 'Yes' to allow login via social networks. Set 'No' to disable social login buttons. Note that the AJAX Pop-up can still be applied for standard login and registration.

Add Social Login to
[store view]

Login Popup

Above customer login form

Below customer login form

Above customer registration form

~~Below customer registration form~~

Choose where to place the social login buttons.

Login Buttons Shape
[store view]

Square Buttons ▾ ❓

Enable Ajax Popup
[store view]

No ▾ ❓

Set 'Yes' to activate AJAX Pop-up for the registration and login.

Use New Redirect URI
[store view]

No ▾

Redirect URI will soon be replaced by New Redirect URI. To avoid functioning downtime we strongly recommend to switch to new url before next extension's update.

Google

Facebook

Click here to explore the detailed configuration guide.

Product Option Templates

Offer extra product customizations and services right on the product pages: add materials info,

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related items and services, price variations, etc.

Key features:

- Offer extra products and services
- Customize options with image, text and color swatches
- Configure smart option dependencies
- Quickly assign option templates to multiple products
- Add free and paid accompanying items to products

To create and manage product option templates, go to **Catalog → Product Option Templates → Template List**.

Template List

ID ↓	Name	Quantity of Products with the Template	Status	Action
2	Bags Colors	6	READY	Select ▾
3	Bags Size	7	READY	Select ▾
4	Watch extra services	9	READY	Select ▾
5	Gift Box	5	READY	Select ▾
6	Material	19	READY	Select ▾
7	Video guide	1	READY	Select ▾
9	Delivery	40	READY	Select ▾

Check how to adjust each setting in this guide.

Cancel Orders

Let clients cancel irrelevant orders in their accounts. Your store admins can also automatically cancel orders without payments after a specified period.

Key features:

- Allow clients to cancel orders in accounts
- Show cancellation popup

- Collect cancellation reasons
- Track annulation requests
- Notify your managers about new cancellations
- Automatically restock cancelled items

Go to **Stores → Configuration → Amasty Extensions → Cancel Orders**.

Cancel Orders 1.0.0 by amasty

> Need help with the settings? Please consult the user guide to configure the extension properly.

General

Enabled	Yes
[store view]	

Allow for Selected Group(s)
[store view]

General

Retailer

Wholesale

Allowed Order Status(es)
[store view]

Pending

Processing

Suspected Fraud

Refund Paid Processing Orders Automatically
[store view]

Online (if possible)

Disabled

Online (if possible)

Offline

See how to adjust cancellation and set automatic annulation in this guide.

B2B E-commerce Premium Solution for Magento 2

This solution includes all the features from the Essentials and Pro versions, plus extended

functionality to manage targeted promotion campaigns and streamline shipping and payment operations.

Special Prommotions Pro

Use 20+ promotion types at your disposal to easily create the offers that resonate with various segments of your audience.

Key features:

- Create 20+ promotion types for extraordinary deals
- Use customer's attributes as rule conditions
- Limit promotions based on customers' order history
- Select the base price for discount calculation
- Restrict promotions for products with special prices

To configure extension general settings, go to **Stores → Configuration → Amasty Extensions → Special Promotions Pro**.

General

Check Special Options Values [store view]	Yes ▾

Skip Settings

ℹ   Skip options are available for Amasty actions only.

Skip Items with Special Price [store view]	No ▾
Skip Items with Tier Price [store view]	No ▾
Skip Configurable Items when Child has Special Price [store view]	No ▾

Discount Breakdown

Show Discount Breakdown [store view]	Yes ▾

Debug

Enable Debug Mode [global]	No ▾
Show Debug Information Only For [global]	

Explore how to adjust other settings and to create promotion rules in this guide.

Automatic Relateed Products

Dynamically showcase related product offers on your website, thus motivating customers to complement their orders with extra items.

Key features:

- Use rule-based algorithm to offer related items
- Show related products based on history of views or purchases
- Display items on any store page
- Offer bundle packs with fixed or percentage discount
- Create a specified CMS page with all bundles
- Monitor related offers efficiency with advanced analytics
- Import and Export bundle packs data

To configure extension general settings, go to **Stores → Configuration → Amasty Extensions → Automatic Related Products**.

General

To configure the rules please go to Catalog -> Amasty Related Products -> Related Product Rules

Data Gathered Period (days)
[store view]

30

Please specify the time period basing on which the module will gather statistical data and display related, up-selling and cross-selling products for 'Bought together' and 'Viewed together' condition.

Order Statuses
[store view]

-- Please Select --

Pending

Processing

Please specify the order statuses that needs to be considered when the system selects matching products for 'Bought together' condition.

Ignore Anchor Categories in 'Same As' Condition
[store view]

No

If enabled, the rule condition 'Category is same as Current Product Categories' will consider only non-anchor categories the product belongs to.

Enable Products Displaying of Subsequent Rules
[global]

No

Display Multiple Related Products Blocks
[store view]

No

Set to 'Yes' to display multiple blocks of related products.

Bundle Packs

Display Position
[store view]

Product Tab

Explore how to create related offers rules as well as bundle pack offers in this guide.

Shipping Restrictions

Also, you may use shipping options as a special benefit for your clients. Enable particular methods for any of them using restrictions for others.

Key features:

- Define a specific area of each shipping method application
- Restrict shipping methods of particular carriers
- Offer shipping methods depending on their purchase history
- Choose the kind of orders, to which shipping restriction rules should be applied
- Assign special shipping methods to specific stores and customer groups

To adjust methods, please go to **Sales → Operations → Shipping Restrictions**.

Check advanced configuration cases here.

Payment Restrictions

The suite includes options that limit payment methods availability according to specific parameters. It means that you can let particular methods for specific customer groups only, e.g. offline methods will be available for long-term clients and won't be visible for guests.

Key features:

- Use customer purchase history to decide which payment methods to show
- Set restrictions based on cart contents
- Display different payment methods for orders depending on Subtotal or customer attributes
- Apply restrictions depending on customer shipping address

To create limitation rules, please go to **Sales → Operations → Payment Restrictions**.

Payment Restrictions

👤 demouser ▾

Add Rule

🔽 Filters   👁 Default View ▾   ⚙ Columns ▾

Actions ▾   2 records found   20 ▾ per page   ‹   1   of 1   ›

	Status	Name	Methods	Customer Groups	Store Views	Action
☐	Active	Offline Payments for Wholesales	Offline - Bank Transfer Payment, Offline - Cash On Delivery, Offline - Check / Money order, Offline - No Payment Information Required, Offline - Purchase Order	General, Retailer	Default Store View	Duplicate
☐	Active	PayPal for Wholesalers	Paypal - Credit Card (Payflow Advanced), Paypal - Credit Card (Payflow Link), Paypal - Credit Card (Payflow Pro), Paypal - PayPal Billing Agreement, Paypal - PayPal Credit (Payflow Express Bml), Paypal - PayPal Credit (Paypal Express Bml), Paypal - PayPal Express Checkout, Paypal - PayPal Express Checkout Payflow Edition, Paypal - Payment by cards or by PayPal account, Paypal - Stored Cards (Payflow Pro)	Restricts For All	Default Store View	Duplicate

View configuration details in this guide.

Multiple Wishlists

Enable customers to plan their purchases in advance. Allow companies to create unlimited wishlists and requisition lists to store products they need.

Key features:

- Present multiple wishlists and requisition lists in customer accounts
- Convert wishlists to orders with the 'Add to Cart' button
- Mar lists with comments and notes
- Add products to wishlists by SKU or product name
- Analyze client demands with the wishlist report

To activate the functionality, go to **Stores → Configuration → Amasty Extensions → Multiple Wishlist**.

See the frontend examples and configuration here.

Customer Attributes

The B2B Solution Premium includes the Customer Attributes module, enabling you to display additional attribute fields on the checkout and registration pages to collect essential customer data. Create various types of customer attributes to gather all the information you need. Use this data to analyze customer behavior and gain valuable insights to enhance your store's performance.

Key features:

- Show extra attributes of different input types
- Manage customer attributes from the admin panel
- Effectively process collected customer data
- Use additional attributes in email templates
- Generate handy attribute usage reports
- WCAG compliance (for Hyvä Theme)

To activate the functionality, go to **Stores → Configuration → Amasty Extensions → Customer Attributes**.

To create and manage customer attributes please go to **Customers → Customer Attributes → Manage Attributes**.

Customer Attributes

Code ↓	Label	Type	Sorting Order	Show on the Customers Grid	Show on the Orders Grid	Show on the Order View page
affiliate_program	Whould you like to join an affiliate program?	Yes/No	4	Yes	Yes	Yes
company_name	What is your company name?	Text Field	2	Yes	Yes	Yes
company_position	Your position in the company	Text Field	3	Yes	Yes	Yes
customer_group	Choose your customer group	Dropdown	1	Yes	Yes	Yes

View all configuration details in this guide.
When all options are properly configured, your store will be 100% ready for a successful B2B model.
Just choose your own strategy to make your business maximally profitable.

Find out how to install the B2B Solution for Magento 2 via Composer.

From:
https://amasty.com/docs/ - **Amasty Extensions FAQ**

Permanent link:
https://amasty.com/docs/doku.php?id=magento_2:b2b_ecommerce_suite

Last update: **2025/06/23 10:54**