WAYNET



# B2B on PrestaShop

A practical guide from our B2B projects, from a quick launch to complex wholesale



**4**

case studies, from a seven-week launch to the ceiling of PrestaShop

**1,500**

lines in one basket, and how we keep it fast

**27**

B2B solutions running in our clients' shops

**AI**

B2Bmind: enquiries by email, PDF or Excel turned into quotes

# Why we wrote this

Every wholesaler we talk to asks the same two questions: can PrestaShop handle our B2B, and what will it take to keep it running? The honest answer depends less on revenue or the number of products than on how much of the process is standard, and where the custom part lives.

This e-book collects what we have learned building B2B shops on PrestaShop: the three cases from our panel at PrestaShop Summit 2026 in Lyon plus one more, how we keep a shop fast when a single basket has over a thousand lines, the B2B solutions we have built for our clients, and B2Bmind, our AI that turns customer enquiries into quotes.

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### About Waynet

Waynet is a PrestaShop agency from Poland that builds B2B and B2C shops, and the team behind B2Bmind: an EU partner working in your time zone.

| | |
|---|---|
| **PrestaShop Expert** | the highest partner status |
| **60+** | shops under continuous care |
| **10+ years** | of B2B e-commerce |

### HOW TO READ THE NUMBERS

- Clients are described by industry only.
- Times and effort come from our project records and are rounded.
- State as of October 2026.

### The e-book in five sentences

1. Choose a B2B platform by your needs, not by revenue or the number of products.
2. Our test: if it can be built without modifying the core, PrestaShop gives the shortest launch and the smallest budget.
3. Ask about the biggest basket, not the average one, and test on real data before launch.
4. Put custom logic in modules: that decides what every upgrade will cost.
5. In wholesale, orders arrive as emails, PDFs and spreadsheets: B2Bmind turns them into quotes and baskets.

CHAPTER 1

# Choose by needs, not by revenue

Our souvenir wholesaler is a small company with huge baskets. Our dental wholesaler is mid-sized, with a lot of custom logic. Both run happily on PrestaShop. What decides is not revenue or the number of products, but how much of your process is standard, and where the custom part will live.

### THREE LEVELS OF B2B COMPLEXITY

LEVEL 1

**Standard B2B**

A shop closed to all but verified companies, customer-specific prices, payment on terms, quick ordering, a sales rep ordering for the client.

**PrestaShop with ready modules: the shortest launch and the smallest budget.**

Case 1

LEVEL 2

**A lot of custom logic, in modules**

Price negotiation in the cart, bundles built by rules, own-brand substitutes, turnover discounts, trade credit from the ERP.

**Still PrestaShop. Upgrades stay possible, because the logic lives in modules.**

Cases 2 and 4

LEVEL 3

**The ceiling**

Corporate contracts with departments, budgets and approval chains, contract catalogues per client, a dozen supplier feeds, all in one process.

**Possible on PrestaShop today, but paid for with changes to the core, and paid again at every upgrade.**

Case 3

Single features from level 3 can often live in a module: our packaging case has company accounts with approvals. The ceiling is reached when the whole process only fits by changing the core.

## Our test: can it be built without modifying the core?

**Yes**

B2B sign-up, customer prices, payment on terms, quick ordering, even price negotiation in the cart or open bundles. PrestaShop gives you a short time to market, a smaller budget, and a team on your side that can do a lot on its own.

**No**

We have built that on PrestaShop and it works, but it was paid for in the core, and you pay again at every upgrade. Today that is the point where we would also look at Sylius.

**The line is moving.** The next version of PrestaShop brings company accounts natively, and we are contributing that work ourselves. Part of what needed the core yesterday becomes standard tomorrow.

### How long does a B2B launch take?

**≈ 3 months**

a typical B2B launch with us, built on our B2B starter and modules we reuse

**4–6 months**

what we would honestly plan when starting from a bare PrestaShop

**≈ 7 weeks**

our fastest case, an exception: the client's season was about to start

What usually decides the timeline is not the shop, it's the ERP. Prices, stock, credit limits and invoices live there, and the integration often depends on another company, the ERP vendor or its partner. Our first question back is always: who builds the ERP side, and when can they start?

CHAPTER 2

# Four B2B cases, from a quick launch to the ceiling

CASE 1 · STANDARD B2B, LAUNCHED FAST

## A souvenir wholesaler supplying thousands of souvenir points of sale across Poland

### THE CHALLENGE

Souvenir shops stock up for the whole season at once, often with hundreds of lines in one basket, and only verified companies may see the offer and prices. The season was about to start, so the launch date could not move.

### WHAT WE BUILT

- Company sign-up with company data from the tax ID, EU VAT check in VIES, account approval and a price group
- A shop closed to visitors who are not logged in, with login by SMS code
- Customer-specific prices uploaded from a file: company, category, price
- A local range: each customer sees only the products for their towns
- Quick ordering: “select all” for up to 400 lines, sales in pack multiples
- A sales rep panel: ordering on behalf of the customer, search by company code, automatic logout
- Trade credit and invoices in the account: limit, balance and automatic blocking of payment on terms, with data from the client's accounting system
- Catalogue import from a file
- A faster cart for orders of more than 1,000 lines (chapter 3)

### RESULT

The shop reached the production server about seven weeks after kick-off. That is our fastest case, not the standard: a typical B2B launch with us takes about three months. Since then the shop has grown in small steps.

### AT A GLANCE

MODEL
**Closed B2B shop for verified companies**

BASE
**Our Waybox B2B starter**

LAUNCH
**≈ 7 weeks to the production server**

SPECIFICATION
**100,000+ products, up to 400 orders a day at peak, baskets of 1,500+ lines**

ERP
**through an existing connector**

### LESSON

**Even “standard B2B” is mostly the client's specifics: over 60% of the hours went there, not into the starter. And ask about the biggest basket, not the average one.**

**≈ 7 weeks**
from kick-off to the production server

**1,500**
lines in one basket, going through smoothly

**60%+**
of the hours went into the client's specifics

CASE 2 · A LOT OF CUSTOM LOGIC, STILL PRESTASHOP

# A dental wholesaler supplying thousands of dental practices and shops across Poland

## THE CHALLENGE

One shop serves two audiences: anyone browsing the catalogue, and verified professionals buying wholesale. The wholesaler also wanted to steer customers towards its own brand and to negotiate prices on larger orders, without leaving the shop.

## WHAT WE BUILT

- Sign-up only for companies on a tax ID list, also by activity codes, with a declaration that the customer is a professional
- Cart price negotiation: the customer sends the cart to a consultant, gets an individual offer and accepts it with one click; stock is reserved meanwhile (live since 2020)
- Open bundles: the customer builds a package by rules ("pick any three from this list"), with groups of free gifts and the price calculated live
- Own-brand substitute: when a product goes into the cart, a window suggests the wholesaler's own-brand equivalent, and one click swaps it or undoes the swap
- Payment on terms set per customer, and a purchase limit per customer
- A manufacturer's gift for spending on one brand, free gifts above a basket threshold, volume prices with a "from X" message
- Discount code campaigns, with daily backups of prices and codes and one-click restore
- Data exchange with the ERP: negotiation carts, customers, orders and statuses
- A "where to buy" feed for manufacturers

## RESULT

In summer 2026 we moved the whole shop to PrestaShop 9 in about seven weeks of work. It was possible because the logic lived in modules, not in the core. Programming took less time than testing with the client and the ERP integrator.

### AT A GLANCE

MODEL
**Public catalogue and closed wholesale channel in one shop**

CATALOGUE
**≈ 7,000 products**

CUSTOM LOGIC
**growing since 2020**

UPGRADE
**PrestaShop 9 in ≈ 7 weeks of work, summer 2026**

ERP
**two-way exchange of carts, customers, orders and statuses**

### LESSON

**Custom logic is not the problem; where you put it decides what every upgrade will cost. Plan the ERP tests and the go/no-go decision from day one.**

**≈ 7,000**
products in the public catalogue

**2020**
the year price negotiation went live, still in a module

**≈ 7 weeks**
of work to move to PrestaShop 9

CASE 3 · THE CEILING OF PRESTASHOP

# A workwear distributor serving corporate contracts

## THE CHALLENGE

Large companies order workwear for their departments and employees, each with its own budget, rules and approved range. Products come from more than a dozen suppliers, and the same catalogue also feeds the distributor's retail shop.

## WHAT WE BUILT

- Company accounts with a structure: departments, employees with roles, monthly and yearly spending limits
- An approval chain: an employee's order goes to the manager, then to the company administrator; a rejection needs a reason; the administrator gets a regular Excel report
- Contract mode for large clients: hidden prices, kits ordered only complete, branches and clusters, returns of garments for laundry with reports
- Product range per group: “can see” separate from “can buy”, with “dedicated for [company]” labels
- A catalogue fed automatically by more than a dozen suppliers: products, variants, prices, stock and images, with category mapping, margin and price multiplier per supplier
- Transport quoted after the order and accepted by the customer in the account
- Ship the available items now or the full order later
- Trade credit and invoices in the account, sales rep offers as PDF
- The B2B shop as the catalogue source for the retail shop

## RESULT

Everything works, and has for about six years, but it was built with around 270 changes to the PrestaShop core. That shop can't be upgraded any more; it has to be rebuilt. An AI-assisted inventory mapped every module and every core change onto PrestaShop 9, so the rebuild is planned function by function. And the timing is good: the next version of PrestaShop brings company accounts natively, and we are contributing that work ourselves.

### AT A GLANCE

MODEL
**B2B shop for corporate contracts, plus a retail shop**

LIVE
**≈ 6 years**

SUPPLIERS
**15 supplier integrations, 9 on an active schedule**

CORE
**≈ 270 changes to the PrestaShop core**

NEXT
**a rebuild on PrestaShop 9**

### LESSON

**Changes to the core are cheap at the start and expensive at every new version. This is the scale where a platform built for deep customisation earns its price.**

**≈ 6 years**
live on PrestaShop

**15**
supplier integrations in the code

**≈ 270**
changes to the core, hence a rebuild

CASE 4 · B2B AND B2C IN ONE SHOP

# A packaging manufacturer selling to companies and consumers, in Poland and Germany

## THE CHALLENGE

The manufacturer left WooCommerce and wanted one shop for everyone: companies ordering by the carton or pallet on trade credit, and consumers buying a few boxes by card. Business customers should earn better prices on their own, without a sales rep.

## WHAT WE BUILT

- Turnover discounts: every quarter the shop sums each company's net turnover and moves it up to a better discount group; the customer sees thresholds, level and history
- Trade credit from the ERP: invoices and credit notes as PDFs, limit and balance, and a credit application by thresholds from the account
- Company accounts with departments, employees and order approval
- Product range per group, supergroups of trading partners and discount groups
- Sales in pieces, cartons and pallets, each with its own price and conversion
- Quick ordering from a file, a variant grid and “buy again”
- Reorder reminders: the customer chooses after how many weeks to be reminded
- Sales rep offers, transport quoted after the order, carriers chosen by package size
- A partner zone with files per group and the sales rep for the customer's region, reports, online returns and one panel for all ERP exchanges

## RESULT

About five and a half months from kick-off to the first production launch, including the data migration from WooCommerce. A German version followed in 2025.

### AT A GLANCE

MODEL
**One shop for business and retail customers**

MIGRATION
**from WooCommerce, with data**

LAUNCH
**≈ 5.5 months to production**

MARKETS
**Polish and German versions**

ERP
**trade credit, invoices and German prices from the ERP**

### LESSON

**About a fifth of the build hours went into fixes after acceptance. Accept in stages, not only at the end of the project.**

**1 shop**
for companies and consumers

**2 markets**
Polish and German versions

**≈ 5.5 months**
from kick-off to production

CHAPTER 3

# Performance at wholesale scale

A B2B shop has fewer visitors than a B2C shop, but every visit weighs more: baskets with hundreds of lines, prices that differ per customer, and integrations that rewrite thousands of prices and stock levels a day. These are the three places we look first.

**Big baskets**
One order with hundreds or thousands of lines

**Personal prices**
The same page, different prices per customer group

**Heavy integrations**
ERP, suppliers and PIM updating the catalogue all day

## Deep dive: the 1,500-line basket

Our souvenir wholesaler's specification: over 100,000 products, up to 400 orders a day at peak, baskets of over 1,500 lines. The standard PrestaShop cart is designed for a few dozen lines. With a few hundred, everything slowed down, and every “select all” took longer than the last.

### WHAT WE MEASURED ON THE CLIENT'S DATA

**2 MB+**
returned after every “add to cart” with a few hundred lines: the whole basket came back each time

**≈ 4 MB**
of HTML for the header mini-cart at 1,000 lines (1.2 MB at 200), loaded on every page

**18×**
more database queries for the same product list, 36,000 instead of 2,000: the shop checked the basket separately for each product

**≈ 600 MB**
of server memory to load one big basket without a cache

### WHAT WE DID, IN THREE STEPS

1

**Slim the cart down**
The browser now receives only the product ID and quantity. The header mini-cart became a counter with a link to the cart, and a “clear cart” button saves deleting 200 lines by hand.

2

**Cache the cart in Redis**
The shop remembers the lines, totals, shipping costs and options, stock, images, prices and product properties. The cache clears itself when the customer changes the cart or the shop changes a price, stock, tax or image. If Redis is down, the shop calculates everything as before, only slower.

3

**Make it work with promotions**
Automatic cart rules with start and end dates, and discount codes added by hand, work with the cached cart.

**Result:** a 1,500-line test order goes through smoothly. Production runs a separate Redis instance with 1 GB of memory, enough for about 20 active baskets of about 1,000 lines each. The optimisation took about 45 hours of work.

## Page cache when every customer group has its own prices

Full-page cache is the classic way to make a shop fast. In B2B the same product page shows different prices to different customers, and serving someone else's prices from the cache is not an option. Our HTTP accelerator module connects PrestaShop to a reverse-proxy cache server, such as Varnish, and:

- keeps separate cache variants per customer group, currency, country and device, so wholesale and retail prices never mix;
- never caches session pages: cart, account and checkout;
- serves the cart and the logged-in header as per-customer fragments (ESI);
- clears changed pages by itself after edits to products, categories, brands, CMS pages and stock;
- warms the cache back up from a URL queue, with a history of runs.

## Integrations that don't slow the shop down

Prices, stock and invoices arrive from the ERP, suppliers and PIM all day long. Run as one-off scripts, these exchanges are hard to monitor and can collide. Our integration engine runs every exchange the same way:

- long imports run in the background, with a queue and priorities;
- a lock stops two imports from overwriting each other;
- failed runs are retried and logged;
- one panel shows what ran, when, and why it failed;
- updates can be selective: a PIM import can skip products whose pages the team has polished by hand.

## Questions we ask before launch

1. What is your biggest basket, in lines, not your average one?
2. How many products, customer groups and price lists?
3. How often do prices and stock change, and which system sends them?
4. When is your peak: orders a day, season, end of month?
5. Which promotions must work with the biggest baskets?
6. Can we test on a copy of your real data before launch?

## Two lessons from the 1,500-line basket

**Test on real data volumes before launch.** Big baskets were in the specification from day one, yet we only optimised after launch, when customers placed real orders.

**Design performance and promotions together.** Our first cache version did not handle discount rules, so we had to switch it off and bring it back three weeks later with discount support.

CHAPTER 4

# 27 B2B solutions we have built

Solutions that run in our clients' B2B shops today, grouped by the problem they solve. Many started as one client's request; several now come with Waybox B2B, our B2B starter (chapter 5). Under each solution: the industries of the shops where it runs.

## A Who can buy: access and company accounts

| | | |
|---|---|---|
| 01 | **Company sign-up with account approval**<br>Runs in: souvenirs · garden products · diesel parts · cutlery and kitchenware | The form fills in company data from the tax ID (Polish business register today) and checks EU VAT numbers in VIES. The account waits for approval, then lands in the right price group; a valid EU VAT number gets 0% VAT. |
| 02 | **A shop closed to all but verified companies**<br>Runs in: dental supplies · souvenirs | Accounts activate themselves for tax IDs on an uploaded list, also by activity codes, with a declaration of profession. Optional login by SMS code. |
| 03 | **Company accounts with departments, limits and approvals**<br>Runs in: workwear · tattoo supplies · packaging · professional tools · cutlery and kitchenware · diesel parts | Departments and employees with roles and monthly or yearly limits. An employee's order waits for the manager, then the company administrator, who manages people from the account and gets regular reports. |
| 04 | **Product range per group: “can see” separate from “can buy”**<br>Runs in: cutlery and kitchenware · workwear · tattoo supplies · packaging | Visibility and the right to order are set separately for each product and customer group, with manufacturer blacklists, pages for selected groups and “dedicated for [company]” labels. |
| 05 | **Supergroups and discount groups**<br>Runs in: diesel parts · cutlery and kitchenware · tattoo supplies · packaging | A supergroup joins several customer groups into one trading partner with shared prices and visibility; a discount group gives many groups one special price at once. |

## B Prices and payment terms

| | | |
|---|---|---|
| 06 | **Customer-specific prices from a file or the ERP**<br>Runs in: souvenirs · tattoo supplies · packaging · dental supplies | A file (company, category, price) or the ERP sets individual prices, and the back office warns when a selling price drops below the purchase price. |
| 07 | **“List price” next to “your price”**<br>Runs in: diesel parts · cutlery and kitchenware · tattoo supplies | Customers see the list price next to their own. Sales reps get a screen comparing base, wholesale, discount and list prices, with percentages. |
| 08 | **Turnover discounts**<br>Runs in: packaging | Every quarter the shop sums each company's net turnover and moves it up to a better discount group. Customers see the thresholds, their level and their turnover history. |
| 09 | **Send the cart for price negotiation**<br>Runs in: dental supplies · tattoo supplies | Instead of ordering, the customer sends the cart to a consultant, gets an individual offer and accepts it with one click. Stock is reserved while the negotiation lasts. |

## B Prices and payment terms (continued)

| | | |
|---|---|---|
| 10 | **Trade credit and invoices in the account**<br>Runs in: diesel parts · cutlery and kitchenware · workwear · tattoo supplies · packaging · souvenirs · garden products · dental supplies | Invoices and credit notes as PDFs, due dates, credit limit and balance. When the limit is exceeded or payments are overdue, the shop hides payment on terms by itself, using ERP data. |
| 11 | **Purchase limit per customer over 30 days**<br>Runs in: dental supplies | For products in short supply: the shop adds up the customer's orders from the last 30 days and the cart, and blocks anything over the limit, so one buyer can't take the whole stock. |

## C Ordering at wholesale scale

| | | |
|---|---|---|
| 12 | **Quick ordering: file to cart, variant grid, buy again**<br>Runs in: diesel parts · cutlery and kitchenware · tattoo supplies · packaging · garden products · souvenirs | Customers upload a file with codes and quantities, type quantities into a size and colour grid, or reorder from their recent and most frequently bought products. |
| 13 | **Several named carts on one account**<br>Runs in: diesel parts · cutlery and kitchenware · tattoo supplies | A buyer runs carts per branch, project or delivery date, switches between them in the header, and duplicates or renames them. Stock is checked across all carts. |
| 14 | **Pieces, cartons and pallets**<br>Runs in: packaging · souvenirs · cutlery and kitchenware · diesel parts | One product sold in several units, each with its own price and conversion, or only in pack multiples. The shop never accepts quantities it can't ship. |
| 15 | **A sales rep ordering for the customer**<br>Runs in: souvenirs · diesel parts · cutlery and kitchenware | Staff log into a customer's account without a password and order at that customer's prices, or turn a file with codes, quantities and prices into a new order in the back office. |
| 16 | **Sales offers from the shop**<br>Runs in: workwear · tattoo supplies · packaging | Sales reps build an offer from shop products, set quantities and discounts, add items from outside the catalogue and print a PDF with current prices and stock. |
| 17 | **A one-page B2B checkout**<br>Runs in: diesel parts · cutlery and kitchenware · workwear · tattoo supplies · packaging | Products with codes, addresses, delivery, payment and net and gross totals on one screen, with the department's limit and overdue invoices. Pickup and drop shipping to the customer's own client included. |
| 18 | **Price list download and an XML feed for partners**<br>Runs in: diesel parts · cutlery and kitchenware | Customers download their group's current price list with net prices, EAN codes and availability; each group can get a secure XML link for the partner's own ERP. |

## D Stock and delivery

| | | |
|---|---|---|
| 19 | **Availability without revealing stock levels**<br>Runs in: diesel parts · cutlery and kitchenware · dental supplies · garden products | Instead of exact quantities, a coloured bar based on product rotation or category, plus “on order” and “discontinued” labels. Enquiries about items on order arrive by email. |
| 20 | **Ship what's available now, or wait for everything**<br>Runs in: diesel parts · workwear · cutlery and kitchenware · tattoo supplies | When the cart mixes available and missing items, the customer decides, and the decision goes into the order. No phone calls from customer service. |
| 21 | **Transport quoted after the order**<br>Runs in: workwear · tattoo supplies · packaging · professional tools · garden products | For bulky and pallet goods, customer service quotes the delivery once the order is placed, and the customer accepts or rejects the quote with one click in the account. |
| 22 | **Kit stock from the weakest component**<br>Runs in: diesel parts · cutlery and kitchenware | The shop calculates how many complete kits the component stock allows and updates it with every stock change, so nobody sells a kit that can't be assembled. |

## E Data, integrations and reports

| | | |
|---|---|---|
| 23 | **One integration engine for ERP, suppliers and PIM**<br>Runs in: cutlery and kitchenware · packaging · dental supplies | All imports and exports in one panel: products, prices, stock, orders, invoices. Background runs with a queue, retries and logs (chapter 3). |
| 24 | **A catalogue fed by supplier feeds**<br>Runs in: workwear · professional tools · garden products · souvenirs | Products, variants, prices, stock and images come from suppliers, with category mapping, margin and price multiplier per supplier. New items wait in a separate category for approval. |
| 25 | **One catalogue for the B2B and B2C shops**<br>Runs in: workwear · tattoo supplies | Products, categories and manufacturers are managed in one shop, and the other receives the changes automatically in the background. Single products can be excluded with a switch. |
| 26 | **Reports for wholesalers**<br>Runs in: diesel parts · cutlery and kitchenware · tattoo supplies · packaging | Orders per manufacturer for supplier settlements, sales of selected products, and customer groups with no logins or orders for three months. |
| 27 | **“What's missing from our range?”**<br>Runs in: tattoo supplies · workwear | Logged-in customers report a product they can't find, with a link to a similar item elsewhere and up to four files. The wholesaler learns what customers buy elsewhere before they leave. |

### ERP systems we already run in production

SAP Business One, Subiekt, Optima, Symfonia, WAPRO, Streamsoft, Sente, Navireo, Cosmo, SoftLab, LSI and FoxFoto: connected directly, through our API or through an integration broker. “We already run this ERP” shortens both the talk and the risk.

CHAPTER 5

# Waybox B2B and life after launch

## Waybox B2B: our B2B starter for PrestaShop

Everything that repeats in our B2B projects, in one ready base. A new client starts from a working B2B shop, and the budget goes into what really makes them different.

**Status:** the PrestaShop 9 version is in testing. The demo runs on PrestaShop 8.2.

A starter shortens the start, it does not replace analysis: in our souvenir case, over 60% of the hours still went into the client's specifics.

- Company sign-up with account approval
- Customer-specific prices and product access per customer group
- Payment on terms
- Ordering from a file, also by a sales rep in the back office
- Ship available items now or the full order later
- Labels for customer groups, availability labels, recent orders on the home page
- 28 base modules: search, menu, product labels, wishlist, analytics, security

## After launch: no IT department needed

In B2B the launch is only the start. This is how our clients run their shops afterwards.

**≈ 10 h**
a month is where our hour packages start, with our processes and automation behind them

**≈ 1 in 10**
of our clients has its own developers, and even they ask us to support PrestaShop

**0**
of our B2B projects need a full-time developer once they are live

## Upgrades without guesswork

Upgrades used to be guesswork: you saw what was really inside an old shop only once you started. Today an AI-assisted inventory lists every module and every change to the core, each mapped onto the new PrestaShop version, so we can plan and estimate an upgrade before we touch anything. What remains open are the client's decisions about what to keep, the data and the ERP tests.

## Upgrade costs are decided on day one

Custom logic in modules moves to a new PrestaShop version: our dental case took about seven weeks of work. Changes to the core mean a rebuild, as in our workwear case. And the next version of PrestaShop brings company accounts natively, with our contribution, so part of what agencies build custom today becomes standard.

## How we build B2B features

**In modules, not in the core**
so the feature survives the next PrestaShop version, as our dental case did.

**Reused from project to project**
a solution built for one wholesaler becomes a building block for the next.

**Into the starter when it repeats**
what comes back in several projects goes into Waybox B2B, so the next client starts with it.

CHAPTER 6

# B2Bmind: customer enquiries turned into ready quotes in minutes

In wholesale nobody clicks “add to cart” fifteen hundred times. Orders and enquiries arrive as lists in emails, PDFs and Excel files, and someone retypes them. B2Bmind does the retyping, next to PrestaShop, Sylius or any other platform.

## EXAMPLE

**CUSTOMER ENQUIRY · 09:14**

Hello, please send us a quote for: 40 elbows 16, 25 tees 16, 10 ball valves 1/2", 1 magnetic filter DN20.

PDF XLS

→

**QUOTE · TO APPROVE**

| | |
|---|---|
| PEX elbow 16×2 mm | 40 pcs ✓ |
| PEX tee 16×2 mm | 25 pcs ✓ |
| Ball valve 1/2" F-F | 10 pcs ✓ |
| Magnetic filter DN20 | 1 pc ! |

Remembered: for this customer, “valve 1/2” means the F-F version.

! to check by the sales rep

**1**

### The customer sends an enquiry

by email, as a PDF or an Excel file, or pastes a list.

**2**

### B2Bmind prepares the quote

matching every line to your catalogue and to what this customer has ordered before.

**3**

### Your sales rep approves

and the customer completes the order on your B2B platform. Corrections become rules your head of sales approves.

## WHAT B2BMIND WORKS WITH

| IN | CONTEXT | B2BMIND | OUT |
|---|---|---|---|
| Email | Your catalogue | Reads and extracts | Quote as PDF or email |
| PDF | This customer's order history | Matches to the catalogue | Basket on your B2B platform |
| Excel and CSV | Customer price lists | Applies the customer's prices and terms | Link for the customer |
| A pasted list | The customer's own product names | Checks rules, flags anything uncertain | API |
| API | Your sales rules | | |

## Two ways to use it, today

### For your sales reps

B2Bmind prepares the quote from the customer's email, PDF or spreadsheet; the sales rep checks it and sends it. Every correction teaches B2Bmind how your customers name products.

### For your customers

Customers type or paste what they need straight into your B2B platform and get a ready basket at their own prices, 24/7, without waiting for a sales rep.

## Why not just a generic AI?

| GENERIC AI | B2BMIND |
|---|---|
| Looks for a similar name in the catalogue | **Knows who is asking and what they usually order** |
| Doesn't know what the customer bought before | **Uses the customer's order history** |
| Doesn't know the customer's prices or terms | **Knows prices, discounts and stock** |
| Sales rep corrections are lost | **Corrections become team rules** |

Enquiry “10 valves 1/2”: a generic AI picks the most similar name; B2Bmind picks the F-F version, because that is what this customer orders.

**Anything uncertain goes to a human.**
Lines B2Bmind can't match with confidence are flagged for the sales rep.

**Know-how stays in the company.**
A correction becomes a rule your head of sales approves, so cover staff don't start from scratch.

**Your platform stays in charge.**
The catalogue comes from your product file; prices and terms stay in your platform or ERP.

## How to start: free, on your own products

**01 Product file**
You send a link to your product file. No integration, no order history needed.

**02 Demo on your catalogue**
The next day, 30 minutes: B2Bmind on your products and a real customer enquiry.

**03 Quote simulator**
You test B2Bmind yourself on your own enquiries in the free quote simulator.

**04 Implementation**
Integration with your B2B platform or ERP, and training on your order history and rules.

**A good fit if:** enquiries arrive as lists in emails, spreadsheets or PDFs; customers use their own product names and codes; a quote takes hours, and meanwhile the customer asks your competitor.

**Book a demo at b2bmind.ai**

Jerzy Żanowski, Sales Manager, B2Bmind · ask@b2bmind.ai

WAYNET

# Next step

AI · B2BMIND

## See B2Bmind on your own products

Send a link to your product file. The next day we show you B2Bmind on your catalogue and a real enquiry, in 30 minutes.

**b2bmind.ai**

PRESTASHOP

## B2B on PrestaShop

A new B2B shop, a migration, or a second opinion on what you run today: write to me, and let's talk about your biggest basket.

**lukasz.janik@waynet.pl**

**Łukasz Janik, CEO, Waynet**

Agency building B2B shops? Let's talk partnership. lukasz.janik@waynet.pl

The panel page, with this e-book and B2Bmind: **pssummit.waynetagency.com**

**PrestaShop Expert**
the highest partner status

**60+**
shops under continuous care

**10+ years**
of B2B e-commerce

Clients are described by industry only. Figures are rounded and come from our project records, as of October 2026. © 2026 Waynet Sp. z o.o.