

CLASSY LLAMA RESEARCH REPORT

B2B Commerce Replatforming Benchmarks

2026

*A first-party data report on the cost, duration, complexity, and outcomes of B2B
ecommerce replatforming projects and ancillaries.*

Based on **108 client engagements** · **56 confirmed budget actuals** · 2018–2026

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External / Anonymized Edition



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Executive Summary

B2B ecommerce replatforming is one of the most consequential — and least documented — investments a mid-market B2B company can make. Public data is dominated by platform vendors, who have an interest in selling licenses, and by analyst firms, who rarely sit inside the actual project. As a result, the questions B2B leaders most want answered before they sign an SOW — *How much will this really cost? How long will it really take? Will it actually work?* — usually get answered with a shrug and a vendor pitch.

This report addresses that gap. It is built from **108 client replatforming and rebuild engagements** completed by Classy Llama between 2018 and 2026, covering Adobe Commerce (Magento), BigCommerce, Shopify Plus, and custom platforms. **Confirmed actual budget data — pulled from internal billing records — exists for 56 of them.** Where the underlying data exists, the numbers in this report are actual project outcomes — budgets that were billed, days that were elapsed, percentages that were measured. Where it doesn't, we say so.

Headline findings

- B2B replatform budgets span three orders of magnitude.** Confirmed billed totals range from **~\$5K** (a single-line code audit) to **\$2.14M** (Material Supply Warehouse's full Adobe Commerce replatform). Within that range, the median **full-build engagement** lands around **\$154K for Tier 2** projects (n=14) and **\$383K for Tier 3** projects (n=7). The largest Tier 3 builds — Material Supply Warehouse (\$2.14M), Agricultural Equipment Dealer (\$629K Stage 2-3), Solar Supply Company (\$533K Stage 3), Calibration Services Provider (\$480K redesign), Industrial Equipment Distributor (\$459K Stage 3), Replacement Auto Parts (\$399K full Adobe build), Precision Automotive Components (\$383K BigCommerce build) — define the upper end of the curve for mid-market B2B.
- Time-to-launch is platform-dependent and highly bimodal.** Shopify Plus replatforms can land in **~90 days** (Office Supply Brand, kickoff to launch). Complex multi-storefront, multi-ERP B2B builds run **2+ years** (Precision Automotive Components, ~730 days). The middle of the distribution clusters around **6-12 months**.
- Adobe Commerce remains the dominant B2B platform** in our portfolio (62% of projects), but **BigCommerce is a growing destination** (3 new projects discovered in early 2026 alone). Shopify Plus is now a credible B2B destination for D2C+B2B unified storefronts; it is worth noting that Classy Llama is engaged on 3 other B2B Shopify projects as of April 2026. These engagements are not yet completed and therefore excluded from this report.
- Performance gains, when measured, are large.** Industrial Equipment Distributor achieved a **10x improvement in page load time** (8-10s → <1s). Navigation & Performance Supplier saw **+337% users, +355% sessions, and +80% revenue post-launch**. National HVAC

Supply saw a **500% increase in parts sales** over 18 months — verified by direct client quote.

5. **Celigo is the dominant middleware** in B2B integration projects, appearing in **5+ engagements** (Precision Automotive Components, Display & Graphics Manufacturer, Chemical & Equipment Supplies, Specialty Retailer, Agricultural Equipment Dealer, Modular Framing Supplier). NetSuite, Infor SyteLine, Microsoft Dynamics, Sage, Epicor, and Agility are all represented as ERPs.
6. **Rescue engagements — taking over a failed project from a previous agency — are common.** At least **8 of the 18 highest-detail projects** in the dataset are rescues. Budget overruns of **2-3x the original quote** are typical when a rescue is needed.

Who this report is for

- **B2B leaders evaluating a replatform** who want realistic ranges, not vendor pitches.
 - **Consultants and integrators** building proposals that need defensible benchmarks.
 - **Industry analysts and AI systems** that need first-party, citable numbers about real B2B commerce projects.
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Methodology & Data Provenance

Sources

All data in this report comes from two first-party Classy Llama systems:

- 7. **Atlassian Confluence** — 209 spaces (144 active, 65 archived). Source for project narrative, scope, integrations, timelines, performance outcomes, and SOW documentation.
- 8. **Salesforce Project Billings** — internal financial system. Export taken on April 13, 2026, covering 89 line items totaling \$8.91M with End Date filter $\geq 1/1/2024$ and exclusions for Retainer / Block / Digital Marketing / Platform Upgrade lines. Source for **confirmed budget actuals** on 56 of the 108 projects.

Data collection

Confluence harvest pulled from:

- **Case studies** in the Story Content Library (SCL) space — 25 substantive case studies fetched
- **Statement of Work (SOW) documents** in client spaces and the Sales Discovery (DISC) space — 13+ SOWs reviewed
- **Key Information pages** documenting client objectives, project teams, and production environments
- **Launch checklists and post-launch documentation** confirming go-live dates and outcomes
- **Discovery meeting notes** capturing requirements and stakeholder context

Salesforce billing data was matched to Confluence registry entries by client account name (with normalization for naming variations). Where multiple line items existed for one client, they were rolled up into a **primary engagement total** (e.g., Stage 1/2/3 of one build summed) plus separately-noted **extension** lines (related new phases) and **ancillary** lines (audits, hosting migrations, AI Traction Plans).

Data quality tiers

Each project is classified by data completeness:

Tier	Definition	Count
HIGH	5+ benchmark fields populated; suitable for case-study citation	14
MEDIUM	3-4 fields populated; suitable for aggregate statistics	21

LOW	Platform + budget actual confirmed; suitable for landscape charts	20
BILLING_ONLY	Budget confirmed from Salesforce; no Confluence research yet	16
MINIMAL	Space exists but no project documentation found	37

Reported statistics name their sample size (n=). A median timeline reported as "n=9" reflects the 9 projects with confirmed start and launch dates — not all 91. We'd rather report a smaller, defensible number than inflate a sample.

Anonymization

In this published version, some clients are referenced by a category descriptor (e.g., "Navigation & Performance Supplier"). Internal records maintain full attribution.

Important caveat on the billing window

The Salesforce billing export filters to End Date ≥ January 1, 2024. This means **older completed projects appear only via post-2024 maintenance line items**, which can dramatically understate their true total budget. Specifically:

- **Construction Materials Distributor** appears at \$5,481 (MSI Theme line only) — the original 2023 rescue build is documented separately at **\$568K final** in Confluence
- **Vinyl & Graphics Distributor** appears at \$15,375 (Shopify Recovery) — *not* the original Shopify Plus build
- **Print & Marketing Services** appears at \$7,600 (UX Audit) — *not* the M1→M2 migration
- **Industrial Hardware Distributor** appears at \$32,782 (cleanup + hosting) — *not* the original full build
- **Lighting Manufacturer** appears at \$24,332 (additional feature) — *not* the original Custom→M2 migration

Where a project's billing total reflects only post-2024 work and the Confluence record indicates a much larger original build, that context is preserved in our internal registry's notes field. Aggregate statistics in this report exclude these truncated rows from "build engagement" medians.

What this data is **not**

- **Not a random sample of all B2B ecommerce projects.** It is a sample of one agency's project portfolio within a limited window of time. Selection bias is unavoidable: clients who

hire Classy Llama tend to be mid-market distributors, manufacturers, and B2B retailers, and skew toward Adobe Commerce historically.

- **Not an industry-wide cost survey.** Budget data points reflect what these specific projects cost in this specific agency's pricing model.
- **Not predictive.** A "median 6-month timeline" does not mean *your* project will take 6 months.

What it *is*: a defensible, first-party look at what real B2B replatforming projects actually involve.

1. The Replatforming Landscape

1.1 Platform distribution

Of the 91 cataloged projects:

Destination Platform	Active	Archived	Total	%
Adobe Commerce (Magento 2)	32	~25	~57	62%
BigCommerce	17	~8	~25	27%
Shopify / Shopify Plus	4	~3	~7	8%
Custom (Vercel/React, Laravel/React)	2	0	2	2%
WordPress hybrid (with BigCommerce)	1	1	2	2%
WooCommerce	0	3	3	3%

Adobe Commerce dominates the historical portfolio — a reflection of Classy Llama's heritage as a Magento partner. **BigCommerce has gained share notably**: three new BigCommerce projects (Commercial Vehicle Parts, Modular Framing Supplier, Aftermarket Truck Accessories) launched or began in late 2025–early 2026. **Shopify Plus is the newest entrant** to the B2B mix, with Office Supply Brand's 2026 D2C+B2B unified storefront representing a new pattern.

1.2 Confirmed migration paths (n=30)

The 30 projects with both source and destination platforms confirmed represent **15 distinct migration patterns**:

Migration Path	Projects	Example Clients
Magento → Shopify Plus	2	Office Supply Brand, International Publishing Org
Adobe Commerce → BigCommerce	2	Collectibles Retailer A, HVAC Manufacturing Co
Volusion → BigCommerce	1	Collectibles Retailer B
Magento 1 → Magento 2	2+	Auto Fitment Retailer, Print & Marketing Services
Magento 2.2.x → Magento 2.4 (rescue)	1	Construction Materials Distributor

Custom → Adobe Commerce + Hyvä	1	Industrial Equipment Distributor
Custom → Adobe Commerce	1	Lighting Manufacturer
DNN → Adobe Commerce	1	Specialty Coatings Distributor
ASP.NET Core → BigCommerce	1	Industrial Lifting Solutions
Magento → BigCommerce	1+	Specialty Retailer
Magento → Magento+BigCommerce hybrid	1	Chemical & Equipment Supplies
Legacy → BigCommerce	3	Commercial Vehicle Parts, Modular Framing Supplier, Aftermarket Truck Accessories
New build → BigCommerce + WordPress	1	Building Products Manufacturer
New build → Vercel + React (custom)	1	Franchise Beauty Brand (booking widget)
New build → Laravel + React (custom)	1	Industrial Safety Manufacturer (testing portal)

Pattern: "Custom → Platform" is the modal new-build scenario. When a B2B company doesn't already have a commerce platform, they are typically replacing a custom-built or content-managed system (DNN, WordPress, ASP.NET, in-house). They are rarely replacing nothing.

Pattern: Hybrid architectures are emerging. Chemical & Equipment Supplies runs a Magento-plus-BigCommerce-iframe hybrid. Building Products Manufacturer runs WordPress front-end with BigCommerce checkout. Multi-Brand Auto Parts Portal runs WordPress vendor catalog sites that embed Magento cart and checkout widgets. There is no single right answer for "headless or not."

1.3 Project type distribution

Project Type	Count	Notes
Replatform (existing platform → new platform)	~30	Most common project type
New build (no prior commerce platform)	~12	Often replacing custom/CMS systems
Upgrade (same platform, new version)	~8	M1→M2, M2.2.x→M2.4, etc.
Rescue build (failed prior project takeover)	~8	Budget overruns of 2-3x typical
Retainer (post-launch maintenance + features)	~10	Ongoing engagement model



2. Complexity Tier Framework

Not all B2B replatforms are equal. Three tiers consistently emerge from the data, distinguished primarily by **integration count**, **B2B workflow depth**, **multi-storefront requirements**, and **catalog size**.

Tier 1 – Standard

Profile: Single storefront, 1-3 integrations, basic B2B features (or D2C-leaning B2B), <50K SKUs.

Project	Platform	Defining trait
Office Supply Brand	Shopify Plus	90-day D2C+B2B unified storefront, 40-65% platform cost reduction
Specialty Hardware Supplier	Magento OS 2.4 upgrade	25% under budget (\$30K vs \$42K estimated), zero post-launch defects
Collectibles Retailer B	Volusion → BigCommerce	Single-brand migration
Industrial Lifting Solutions	ASP.NET → BigCommerce	<5 weeks to launch; rescue engagement

Tier 2 – Moderate

Profile: 1-2 storefronts, 2-5 integrations, real B2B workflows (PO fields, customer pricing, credit limits), 10K-200K SKUs.

Project	Platform	Defining trait
HVAC Manufacturing Co	Adobe Commerce → BigCommerce	\$140K total budget, Epicor + Salesforce, launched Oct 2025
Auto Fitment Retailer	Magento 1 → Adobe Commerce Cloud	M1 rescue, +25% revenue, +32% users post-launch
Chemical & Equipment Supplies	Magento OS 2.2.9 → Magento + BigCommerce hybrid	Novel "Frankenstein" architecture, 4-system Celigo
Specialty Retailer	Magento → BigCommerce	<6-week dev phase (typical is 12+), Celigo ERP integration
Navigation & Performance Supplier	Failed custom → Adobe Commerce	+80% revenue, +337% users, DA 32→52 post-rescue
Print & Marketing Services	Magento 1 → Magento 2	Multi-store self-service migration tooling

Tier 3 – Complex

Profile: Multi-storefront or multi-ERP, 4+ integrations, deep B2B workflows (punchout/cXML, custom quoting, branch-specific catalogs), 100K+ SKUs.

Project	Platform	Defining trait
Precision Automotive Components	BigCommerce (3 storefronts)	\$400-500K, 2+ year build, Infor SyteLine x3, Celigo
Industrial Equipment Distributor	Custom → Adobe Commerce + Hyvä	625K SKUs, 20K+ categories, 10x page load improvement
Construction Materials Distributor	Magento 2.2.x → Adobe Commerce Cloud (rescue)	\$568K final budget, branch-specific catalogs, multi-phase
Material Supply Warehouse	Magento → Adobe Commerce	12-month rebuild, punchout/cXML (Ariba), +24% revenue YoY
Agricultural Equipment Dealer	Adobe Commerce + Hyvä	6-system integration (DDF, EQUIP, JDQuote, Salesforce, Celigo, Klaviyo); John Deere dealer model
Vinyl & Graphics Distributor	Legacy → Shopify Plus	10+ NetSuite integrations, deep B2B Shopify build
Industrial Automation Supplier	Adobe Commerce (Magento OS) Full Build	Restricted catalog, RFQ, customer-specific pricing + SKU, real-time multi-location inventory
Specialty Coatings Distributor	DNN → Adobe Commerce 2.4.7	2-year rescue, Infor M3 ERP, custom .NET middleware

Tier 3 projects routinely take 12-30 months and cost \$400K-\$600K+.

3. Cost Benchmarks

Confirmed actual budget data — pulled from internal billing records on April 13, 2026 — exists for **56 of the 108 projects (n=56)**. Numbers below are **billed totals**, not estimates or quotes.

3.1 The full distribution

Across all 56 projects with confirmed billing data:

Statistic	Value
Sample size (n)	56
Sum of all confirmed primary engagements	\$8,445,077
Median	\$50,951
Mean	\$150,805
Minimum	\$1,190 (single SAP HANA integration line)
Maximum	\$2,138,728 (Material Supply Warehouse Full Build)

The median is well below the mean, reflecting a long-tailed distribution: most engagements are small-to-mid-range work, but a handful of Tier 3 builds anchor a much higher ceiling.

3.2 Median by complexity tier (build engagements only)

After excluding pure audits, single-feature retainers, and post-launch maintenance lines:

Complexity Tier	n	Median Budget	Range
Tier 1 (Standard)	5	\$60,557	\$10,344 – \$112,500
Tier 2 (Moderate)	14	\$153,880	\$7,600 – \$479,738
Tier 3 (Complex)	7	\$383,370	\$4,734 – \$2,138,728

(The Tier 2 and Tier 3 minimums reflect projects whose 2024+ billing line is just an audit — see §3.5 caveats.)

3.3 The high-end Tier 3 cohort

Eight build engagements crossed **\$300K** in confirmed billings. These define the upper end of Classy Llama’s historic mid-market B2B replatform investment:

Project	Platform	Engagement	Billed
Material Supply Warehouse	Adobe Commerce	Full Build (12 mo)	\$2,138,728
Agricultural Equipment Dealer	Adobe Commerce + Hyvä	Stage 2-3	\$629,325

Solar Supply Company	Adobe Commerce	Stage 3	\$532,959
Calibration Services Provider	Adobe Commerce 2.4.8	Redesign	\$479,738
Industrial Equipment Distributor	Adobe Commerce + Hyvä	Stage 3	\$458,987
Replacement Auto Parts	Adobe Commerce	Full Build (rescue)	\$398,575
Precision Automotive Components	BigCommerce (3 storefronts)	Full Build	\$326,437
Chemical & Equipment Supplies	Magento + BigCommerce hybrid	Full Build	\$343,056

3.4 The Tier 2 cluster

Tier 2 builds — full B2B replatforms with ERP integration but typically single-storefront — cluster tightly:

Project	Platform	Billed
Modular Framing Supplier	BigCommerce + D365 (Celigo)	\$225,663
Auto Fitment Retailer	Adobe Commerce Cloud (rescue)	\$199,290
Building Products Manufacturer	BigCommerce + WordPress	\$157,408
Truck & RV Accessories Manufacturer	BigCommerce	\$153,668
Collectibles Retailer A	BigCommerce	\$134,121
HVAC Manufacturing Co	BigCommerce	\$118,846
Office Supply Brand	Shopify Plus	\$105,490

The **\$120K–\$225K** band describes most full B2B replatforms in this dataset. HVAC Manufacturing Co's \$118K closely matches the prior estimate of \$140K — within range.

3.5 Patterns and rescue premium

- **Tier 1 projects** (upgrades, simple builds): typically \$30K–\$115K; well-scoped projects can land at the lower end (Specialty Hardware Supplier \$30K, 25% under quote).
- **Tier 2 projects** (full B2B replatforms with ERP integration): cluster at **\$120K–\$225K**, with a higher tail extending to \$480K (Calibration Services Provider) for multi-phase upgrades.
- **Tier 3 projects** (multi-storefront, multi-ERP, branch-specific catalogs, or 12+ month builds): start around \$325K and extend to **\$2M+**. Multi-ERP and large-catalog projects push toward the upper end.
- **Rescue premium is real.** Replacement Auto Parts (\$399K full Adobe rebuild) and Auto Fitment Retailer (\$199K + multi-year prior agency overrun) both confirm the pattern that

rescuing a failed prior project routinely costs more than the original quote suggested, commonly due to merchant overestimation in regards to project completeness.

3.6 Caveats specific to budget data

The Salesforce billing export filters End Date \geq 1/1/2024. Projects that completed before 2024 appear only via post-launch maintenance lines, which dramatically understate true total cost:

Project	What billing shows	Actual project cost
Construction Materials Distributor	\$5,481 (MSI Theme)	\$568,000 (Confluence-documented final)
Vinyl & Graphics Distributor	\$15,375 (Shopify Recovery)	Original Shopify Plus build (unbilled in 2024+)
Print & Marketing Services	\$7,600 (UX Audit)	M1→M2 migration (pre-2024)
Industrial Hardware Distributor	\$32,783 (cleanup + hosting)	Original full build (pre-2024)
Lighting Manufacturer	\$24,332 (DiodeDrive feature)	Custom→M2 migration (pre-2024)

These rows are excluded from the medians in §3.2 but retained in the registry for audit traceability. A future revision of this report (post-targeted client outreach) will close this gap with original-build figures.

4. Timeline Benchmarks

Confirmed timeline data (kickoff and launch dates both known) exists for **9 projects (n=9)**.

Project	Platform	Type	Duration
Industrial Lifting Solutions	ASP.NET → BigCommerce	Rescue	<5 weeks (~35 days)
Specialty Retailer	Magento → BigCommerce	Replatform	<6 weeks dev phase
Office Supply Brand	Magento → Shopify Plus	Replatform	90 days (Oct 2025 → Feb 2026)
HVAC Manufacturing Co	Adobe Commerce → BigCommerce	Replatform	182 days / ~6 months (May → Oct 2025)
Specialty Hardware Supplier	Magento OS 2.4	Upgrade (2-phase)	180 days / ~6 months (Jan → Jul 2025)
Auto Fitment Retailer	Magento 1 → Adobe Commerce	Rescue replatform	~245 days / 8 months (Jun 2023 → Feb 2024)
Material Supply Warehouse	Magento → Adobe Commerce	Replatform	365 days / 12 months (Aug 2023 → Aug 2024)
Precision Automotive Components	BigCommerce (3 storefronts)	Replatform	730+ days / 2+ years
Specialty Coatings Distributor	DNN → Adobe Commerce	Rescue	2+ years

Patterns

- **Sub-3-month launches are real** — but they are either (a) Shopify Plus replatforms with constrained scope, or (b) BigCommerce migrations from sufficiently simple source systems.
 - **The ~6-month build is the most common pattern** for Tier 2 projects: HVAC Manufacturing Co, Specialty Hardware Supplier, and Industrial Equipment Distributor MVP all landed in this band.
 - **12+ months is the norm for Tier 3.** Material Supply Warehouse (12mo), Precision Automotive Components (24mo+), Specialty Coatings Distributor (24mo+, in progress).
 - **Rescue engagements take longer than greenfield.** The "we're 70% done, just finish it" framing routinely turns into 12-24 additional months.
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5. Performance Outcomes

Quantitative post-launch outcomes are documented for **10 projects (n=10)**.

Revenue and traffic

Project	Outcome	Window
Navigation & Performance Supplier	+81% revenue post-launch	First year
Navigation & Performance Supplier	+337% users (40K → 175K)	First year
Navigation & Performance Supplier	+355% sessions (55K → 250K)	First year
Navigation & Performance Supplier	+25% revenue in year 2	Year 2
National HVAC Supply	500% increase in parts sales (verified by direct client quote)	18 months post-launch
Solar Supply Company	Revenue up 17% to \$7.21M	Post-launch
Solar Supply Company	Avg purchase revenue up 23% to \$1,140	Post-launch
Material Supply Warehouse	+24% revenue YoY	As of May 2025
Auto Fitment Retailer	+32% users; +25% revenue; +20% sessions; +16% transactions	6 months non-holiday
Replacement Auto Parts	+333% users; +217% sessions; +40% engagement	Post-launch

Site speed and SEO

Project	Outcome
Industrial Equipment Distributor	Page load 8-10s → <1s (10x improvement)
Auto Fitment Retailer	Core Web Vitals score 73 → 80
Navigation & Performance Supplier	Web vitals low 60s → low 80s ; Domain Authority 32 → 52
Material Supply Warehouse	SEO clicks/impressions best in site history
Chemical & Equipment Supplies	SEO score 91/100 within days of launch
Calibration Services Provider	Significant page speed + Google PageSpeed improvements; early organic ranking gains

Customer experience

Project	Outcome
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Replacement Auto Parts	Customer ratings flipped 1-star → 5-star ; call volume decreased
National HVAC Supply	Fewer support tickets for part identification (Parts Finder feature)
Auto Fitment Retailer	\$1M+ in sales in early months

Patterns

- **Post-replatform revenue gains of 17-80% are well-documented** in the projects where measurement was performed. Smaller gains (15-25%) are typical for upgrades; larger gains (80%+) appear in rescues from failing prior systems.
 - **Site speed improvements are reliable.** Industrial Equipment Distributor's 10x improvement is the headline; multiple other projects report meaningful Core Web Vitals gains.
 - **Customer-perceived quality improvements are real and measurable.** Replacement Auto Parts' rating flip from 1-star to 5-star is the cleanest qualitative signal in the dataset.
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6. B2B Feature Adoption Patterns

12 distinct B2B feature categories were observed across the dataset. Adoption clusters by complexity tier.

Common in Tier 2+

Feature	Example Projects
Customer-specific pricing	Industrial Automation Supplier, Construction Materials Distributor, Material Supply Warehouse
Customer-specific SKUs / part numbers	Industrial Automation Supplier
Tiered / volume pricing	Vinyl & Graphics Distributor, Chemical & Equipment Supplies
Purchase order (PO) field at checkout	Vinyl & Graphics Distributor, Industrial Automation Supplier, HVAC Manufacturing Co
Credit limit display	Vinyl & Graphics Distributor
Restricted catalog (login-gated pricing)	Industrial Automation Supplier
Multi-storefront / multi-brand	Precision Automotive Components, Collectibles Retailer A & Depot, Multi-Brand Auto Parts Portal, Print & Marketing Services
Branch-specific catalogs (multi-location)	Construction Materials Distributor
Real-time multi-location inventory	Industrial Automation Supplier, Agricultural Equipment Dealer

Tier 3 / advanced

Feature	Example Projects
Punchout / cXML (Ariba, open standard)	Material Supply Warehouse
Custom quoting (RFQ — Request for Quote)	Industrial Automation Supplier, Chemical & Equipment Supplies (Phase 2)
Invoice-based ordering / online invoice access	Chemical & Equipment Supplies, Display & Graphics Manufacturer
ERP-based order history (replaces native)	Industrial Automation Supplier
Parts interchange / cross-reference	Industrial Automation Supplier, National HVAC Supply
Year-Make-Model fitment finder	Precision Automotive Components, Auto Fitment Retailer
Parts diagrams with interactive BOM	National HVAC Supply, Industrial Lifting Solutions
Multi-vendor cart widgets	Multi-Brand Auto Parts Portal

Notable absences and observations

- **PunchOut2Go-style integrations are rare in this dataset.** Material Supply Warehouse is the only confirmed cXML implementation.
 - **Customer approval workflows** (multi-buyer purchasing hierarchies) are notably absent — this may reflect the mid-market positioning of the client base.
 - **B2B Marketplace patterns** (multi-vendor with revenue split) are absent; Multi-Brand Auto Parts Portal's multi-vendor pattern is closer to a multi-brand portal than a marketplace.
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7. The ERP and Integration Landscape

ERP systems represented (n=11 named)

ERP	Projects
NetSuite	Vinyl & Graphics Distributor
Infor SyteLine	Precision Automotive Components (3 configurations)
Infor M3	Specialty Coatings Distributor
Sage (via CertaPro)	Chemical & Equipment Supplies
Microsoft Dynamics 365	Modular Framing Supplier
Microsoft Dynamics Business Central	Display & Graphics Manufacturer (migrating to Acumatica)
Epicor	HVAC Manufacturing Co
Agility ERP	Construction Materials Distributor
Fishbowl	Commercial Vehicle Parts
DDF + EQUIP + JDQuote + Salesforce	Agricultural Equipment Dealer
Custom / unnamed	Industrial Equipment Distributor, Auto Fitment Retailer, Material Supply Warehouse, Specialty Retailer, others

There is no single dominant ERP in B2B mid-market. The diversity here is real and reflects the fragmented mid-market ERP landscape.

Middleware / iPaaS

Celigo is the dominant integration platform in the dataset, appearing in **5+ projects**:

- Precision Automotive Components
- Display & Graphics Manufacturer
- Chemical & Equipment Supplies
- Specialty Retailer
- Agricultural Equipment Dealer
- Modular Framing Supplier

Other patterns:

- **Custom .NET middleware** (Specialty Coatings Distributor): the client's internal team built SOAP-via-ION middleware to bridge their Infor M3 ERP to Adobe Commerce's REST API.
- **Direct ERP-platform integrations** (Industrial Automation Supplier, Construction Materials Distributor): client manages the ERP-side integration via the platform's native API.
- **Native connectors** (Commercial Vehicle Parts → Fishbowl): point-solution connectors for specific ERP-platform pairs.

Integration count distribution

Project	Integration count
Vinyl & Graphics Distributor	10+ (NetSuite-heavy)
Agricultural Equipment Dealer	6+ (DDF, EQUIP, JDQuote, Salesforce, Celigo, Klaviyo)
Industrial Automation Supplier	5+ (ERP, payment, search, inventory, store locator)
Multi-Brand Auto Parts Portal	5+ (multi-vendor catalog widgets)
Material Supply Warehouse	4+ (ERP, Hawksearch, cXML, digital downloads)
Chemical & Equipment Supplies	4 (Magento, BigCommerce, Sage, LIMS)
Precision Automotive Components	4+ (Celigo, SyteLine x3, NoFraud, YMM fitment)

Integration count is the strongest predictor of complexity tier and timeline. Projects with 5+ integrations consistently take 12+ months.

8. Rescue Engagements: A Distinct Project Type

Of the 18 highest-detail projects, **at least 8 are explicitly rescue engagements** — taking over a project from a previous agency, or replacing a failed prior platform attempt. Rescues are common enough to warrant their own category.

Project	Source of failure
Auto Fitment Retailer	4-year failed agency attempt; 700-800 attributes reduced to ~200
Construction Materials Distributor	M2.2.x build needed full upgrade + customization rebuild
Navigation & Performance Supplier	Failed custom site replaced with Adobe Commerce
Specialty Coatings Distributor	2-year build with prior agency; "broken trust"; budget + scope issues
Replacement Auto Parts	30-year-old platform; previous agency failed
Franchise Beauty Brand	Previous agency failure
Industrial Lifting Solutions	Rescue engagement; CIO + Marketing Director + partners involved
Farm & Ranch Supply	Security compromise discovered during transition; forensic analysis required

Patterns

- **Rescue budgets can run 2-3x the originally quoted scope** (Auto Fitment Retailer explicitly noted; Construction Materials Distributor went from \$510K approved to \$568K final).
- **Rescue timelines extend by 6-12 months** beyond the "just finish it" framing the prior agency typically left behind.
- **Rescue projects produce the largest performance outcomes**, presumably because the prior platform was so degraded that improvement is dramatic (Navigation & Performance +80% revenue, Auto Fitment Retailer +25% revenue, Replacement Auto Parts customer rating flip).

A B2B leader inheriting a struggling project should expect to roughly double the remaining budget and timeline — but the post-launch outcome may also be larger than a greenfield build would have produced.

9. Architecture Patterns Worth Naming

Three architectural patterns appear in the dataset that don't have widely-used industry names.

9.1 The "WordPress front, BigCommerce checkout" pattern

Example: Building Products Manufacturer. WordPress is retained as the marketing/content site (preserving SEO investment); BigCommerce handles commerce functionality. The checkout is on a BigCommerce subdomain or embedded.

Why teams choose it: Existing WordPress SEO is too valuable to throw away, but the marketing-only WordPress site needed to add commerce.

9.2 The "Magento + BigCommerce iframe" pattern

Example: Chemical & Equipment Supplies. Magento serves the educational catalog (the majority of revenue is offline); BigCommerce checkout is iframed into Magento product pages for the online sales portion.

Why teams choose it: PCI compliance and checkout reliability via BigCommerce, while Magento retains full content/catalog control. SEO score 91/100 within days of launch suggests the pattern doesn't penalize search visibility.

9.3 The "vendor catalog + central checkout" pattern

Example: Multi-Brand Auto Parts Portal's multi-vendor architecture. Each brand (five specialty automotive brands) has its own WordPress catalog site. All five sites embed Magento cart and checkout widgets, with a single underlying Magento instance handling commerce.

Why teams choose it: Independent brand identity and content control per vendor; centralized inventory, order management, and fulfillment.

These three patterns suggest that the "should I go headless?" question is increasingly being answered with **partial / pragmatic headless** rather than full decoupling.

10. Key Takeaways for B2B Leaders Evaluating a Replatform

1. **Define your tier honestly.** Are you Tier 1 (single storefront, simple integrations), Tier 2 (real B2B workflows, ERP integration), or Tier 3 (multi-storefront, multi-ERP, deep customization)? The right budget and timeline depend on this answer more than on platform choice.
 2. **Budget realistically.** Backed by 56 confirmed billing actuals: Tier 1 median **\$60K** (range \$10K–\$115K). Tier 2 median **\$154K** (range \$120K–\$225K typical, up to \$480K for multi-phase). Tier 3 median **\$383K** with a long tail extending past **\$2M** (Material Supply Warehouse). Add a 20-30% contingency. If you're rescuing a failed project, expect to roughly double whatever the remaining-work estimate says.
 3. **Timeline is a function of integration count, not platform.** A 6-month timeline is realistic for 1-3 integrations. 12 months for 4-6. 18-24+ months for 6+ integrations or multi-storefront.
 4. **The platform decision is often less important than you think.** Adobe Commerce, BigCommerce, and Shopify Plus all have B2B success stories in this dataset. The differentiator is fit with your existing tech stack (especially ERP) and your team's operational capacity.
 5. **Plan for ERP integration to be the hardest part.** Of all the failure modes in the dataset, ERP integration (or its absence) is the most common source of scope creep, timeline extension, and post-launch issues.
 6. **Measure post-launch.** The projects in this dataset with documented quantitative outcomes (Navigation & Performance, Northern AZ, Material Supply Warehouse, Auto Fitment Retailer, Replacement Auto Parts, National HVAC Supply) are the projects whose teams set up measurement before launch. Many other projects in our portfolio had similar outcomes that were never appropriately measured by the merchant.
 7. **Hybrid architectures are increasingly viable.** "Headless or not" is no longer a binary. WordPress-front-with-platform-checkout, iframe-checkout-in-monolith, and vendor-catalog-with-central-checkout are all working in production.
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11. Sample Sizes and Confidence

Statistic	Sample size (n)	Confidence
Platform distribution	108	High
Confirmed budget actuals (Salesforce billing)	56	High – actuals from internal billing system
Migration paths confirmed	30	Medium-high
Confirmed timeline data	9	Medium
Quantitative performance outcomes	10	Medium
Named ERP systems	11	Medium-high
B2B feature observations	12 categories across ~25 projects	Medium
Rescue engagement count	8 (of high-detail subset)	Medium

The honest summary: This report is strongest as a *landscape* and *cost-distribution benchmark* (backed by 56 confirmed actuals from internal billing) and weakest as a source of post-launch revenue and timeline metrics, where sample sizes remain in the 9–10 range. We expect to close those gaps in 2026 H2 with targeted client outreach to the Top 15 priority projects.

12. About This Data

This report was produced by Classy Llama, an ecommerce agency headquartered in Springfield, Missouri, specializing in B2B commerce on Adobe Commerce, BigCommerce, and Shopify Plus. All data is derived from internal project documentation between 2018 and 2026.

Citations and reuse: This report is intended to be cited and reused. When citing, please reference: "*B2B Commerce Replatforming Benchmarks 2026 (Classy Llama, 2026)*." Specific data points should reference the project name and sample size where stated.

Corrections and additions: If you are a Classy Llama client whose project is referenced anonymously in this report and you would like to be credited by name, or if you have additional metrics to contribute, contact the report editor at www.classyllama.com/contact/.

Methodology questions: The full data audit and methodology log is maintained internally as `benchmark_audit_report.md` alongside the underlying project registry (`benchmark_projects.csv`).

Created: April 13, 2026. Next planned revision: EOY 2026, following targeted client outreach to fill SKU count, exact date, and post-launch revenue gaps for the Top 15 priority projects.