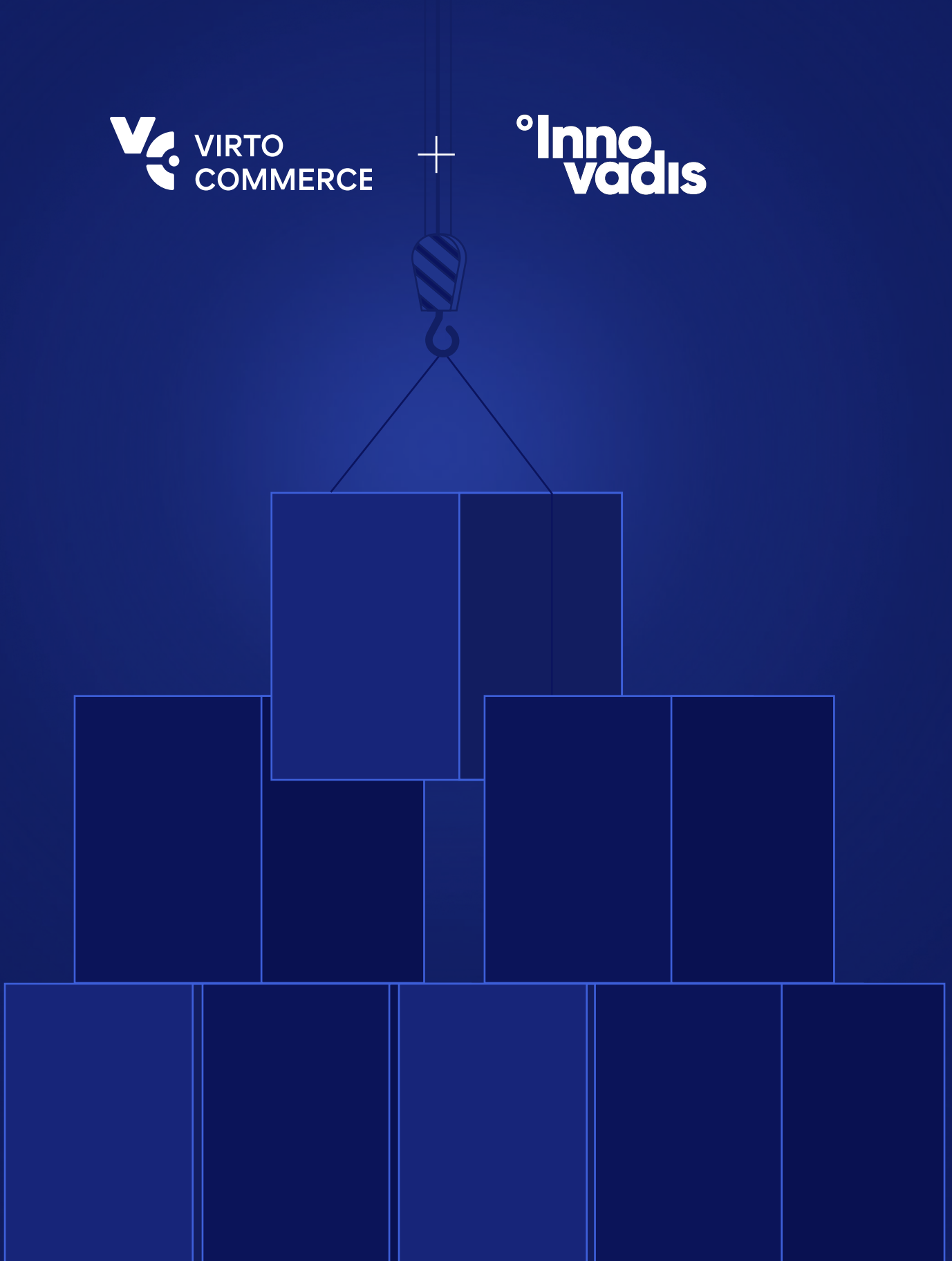# Driving Sustainable B2B eCommerce: Innovadis + Virto Commerce Partnership

Executive Summary

Virto Commerce and Innovadis, a leading Dutch digital implementation partner, have formed a strategic alliance to deliver scalable and sustainable B2B ecommerce solutions across Europe. This partnership combines Innovadis' consultancy-led, integration-first approach with the flexibility and extensibility of Virto Commerce's modular platform, purpose-built for various industries, including manufacturers and wholesalers navigating digital transformation.

With a shared focus on delivering flexible, high-performance solutions, including innovations like the Virto Circular Marketplace, the partnership is well-positioned to help clients accelerate digital growth, and meet evolving sustainability and customer experience goals in a European B2B ecommerce market projected to exceed $2.2 trillion by 2027.

About Innovadis

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vadis

Founded in 1994 and headquartered in Enschede, the Netherlands, Innovadis is a digital transformation and implementation specialist with over 30 years of experience. The company primarily serves small and mid-sized enterprises in the B2B sector, with a strong focus on wholesale and manufacturing. Innovadis offers consulting, integration, and ecommerce services, often beginning with foundational PIM and DAM systems before recommending ecommerce solutions.

With a team of over 90 professionals, Innovadis is recognized for its agile approach and client-first philosophy, helping clients advance their digital maturity through thoughtful implementations. The company's expertise in ecommerce portals, ERP integration, and custom applications positions it as a key player in driving digital innovation within B2B ecommerce.

1994
Founded

Enschede
Head Office

Focus
- B2B
- manufacturing
- wholesale

90+
employees

Challenges Facing Modern B2B Commerce

eCommerce companies face several challenges:

Rising expectations for B2C-like digital experiences in B2B environments

Increasing complexity in product data and regulatory requirements (e.g., sustainability)

Fragmented IT ecosystems with legacy systems and disparate data flows

Pressure to scale digital operations quickly to match business growth

Internal resistance to adopting new digital tools, especially in traditional sales-driven cultures

These factors create a pressing need for highly flexible, modular, and scalable digital commerce solutions, something traditional monolithic ecommerce platforms cannot always provide.

Why Innovadis Chose to Partner with Virto Commerce?

Virto Commerce stood out for its:

Modular architecture that supports custom extensions and rapid scalability

Strong alignment with B2B workflows and business logic

API-first and cloud-ready capabilities

Competitive pricing flexibility for clients at various growth stages

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We had very technical people on the team - developers who were quite demanding when it came to code quality and extensibility. Our previous all-in-one solution didn't allow for the flexibility or scalability we needed as our clients grew. Virto's platform, especially with its Atomic Architecture, was exactly what we were looking for.

Tom Heinen,
Business Consultant at Innovadis

Initially championed by developers, the platform has since gained traction among marketers and sales teams thanks to ongoing improvements and greater brand awareness in Europe.

Partnership Overview

The Innovadis–Virto Commerce partnership officially launched at the end of 2018 with the release of the Innovadis B2B Suite powered by Virto. The suite combines Virto's Commerce Innovation Platform with Innovadis's deep sector knowledge and implementation skills to serve European SMEs in wholesale and manufacturing.

Key highlights:

Innovadis resells Virto licenses and independently manages hosting in their own Microsoft Azure environment

Joint go-to-market strategy focused on Europe

Focus on PIM, iPaaS, and ecommerce portals tailored to client needs

All license agreements are between Innovadis and Virto, not with the end customer, ensuring tighter collaboration and account management

Commerce Innovation Platform: Tech Stack

The partnership has already demonstrated substantial business value:

Successful replatforming of Installatiebalie B.V. from SANA Commerce to Virto in under 6 months

Deployment of both B2B and B2C portals for multiple clients

Growing client base, including De Klok Dranken, Heras, Jeveka, and VELD Koeltechniek

Expansion of existing contracts and marginal price increases to match client growth

Increasing project pipeline with deals already signed or pending

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The speed and scalability of replatforming with Virto were impressive. With Installatiebalie, we moved from initial concept to live deployment in less than half a year.

Tom Heinen,
Business Consultant at Innovadis

Key Takeaways for Partners

Innovadis's approach offers a blueprint for successful collaboration with Virto Commerce. By first implementing foundational systems like PIM and DAM, they established a strong digital core before launching ecommerce portals, ensuring long-term success for their clients.

As a partner, Innovadis maintains full ownership of client relationships by reselling Virto licenses directly, allowing for complete control over pricing, packaging, and service delivery. The decision to choose Virto was initially driven by developers, who valued the platform's modular, high-quality architecture, ensuring internal alignment and long-term confidence in the technology.

Virto's composability and flexibility have helped Innovadis win competitive pitches, especially when traditional platforms lacked the ability to adapt to complex client needs. Our partnership also includes joint go-to-market planning, technical enablement, co-branded content, and regular pipeline alignment, all contributing to faster project launches and stronger client outcomes.

Platform Maturity and Custom Module Ecosystem

During a recent technical check-in with the Innovadis team, they reaffirmed their satisfaction with the Virto Commerce platform, highlighting how much it has evolved over the past 2 years.

All current Innovadis clients have been successfully upgraded to the latest stable release of Virto Commerce and migrated to the new frontend architecture. The team also emphasized several platform highlights:

Active use of Page Builder continues across multiple implementations. They consider it a valuable tool for creating and managing content.

Unified version adoption is now standard across all their client projects, streamlining maintenance and upgrades.

Confidence in platform continuity is strong, particularly regarding continued investment in tools like Page Builder and other core components.

Importantly, Innovadis has now developed and maintains an internal library of more than **30 custom modules,** ranging from payment integrations and shipping logic to features like delivery calendars and localized checkout flows. Some of these modules may be available for reuse or adaptation within the broader Virto partner ecosystem, opening the door to greater collaboration and shared innovation across markets.

Client Spotlight: De Klok Dranken

De Klok Dranken, a major beverage wholesaler in the Netherlands and part of the Grolsch Group, exemplifies the success of the Innovadis–Virto Commerce partnership. Faced with the limitations of SAP Commerce Cloud, De Klok sought a modern, scalable, and flexible solution to power their B2B ecommerce operations and enhance the customer experience.

With the help of Innovadis and Virto Commerce, De Klok launched a new headless, self-service portal tailored for their B2B clients, offering intuitive ordering, streamlined accounting, and real-time data access.

80%+ adoption rate

among B2B partners

3,500 users

each with personalized pricing and conditions

5 regional

distribution centers supported

Improved filtering and analytics

for vendors and internal teams

Personalized marketing

features and customer-specific insights

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Virto Commerce was the best fit for De Klok Dranken as it combined cost-effectiveness together with the functionality, flexibility, and scalability we need—today and in the long term. With Virto Commerce, our future ecommerce strategy has a solid base to build on.

Martijn Wietsma,
Head of Marketing at De Klok Dranken

The platform's extensibility and performance have turned it into a central hub not only for transactions but also for advanced product promotion and vendor performance tracking.

This rapid, high-impact transformation highlights how the collaboration between Innovadis and Virto Commerce enables companies to escape legacy limitations and build agile, customer-focused digital ecosystems.

Future Plans

Looking ahead, together with Innovadis, we aim to:

01

Drive Sustainability

Promote sustainability-led offerings such as the Virto Circular Marketplace

02

Tailored Industry Solutions

Explore additional modules tailored to specific industry needs within manufacturing and wholesale

Conclusion

The Innovadis and Virto Commerce partnership is a blueprint for modern B2B ecommerce: deeply collaborative, grounded in shared values, and focused on driving measurable impact. Together, the two companies are helping European manufacturers and distributors not only digitize but do so sustainably and at scale. With a proven track record, growing client base, and clear future roadmap, the partnership stands as a strong model for any organization seeking a flexible, innovative commerce platform backed by trusted advisors.

Join the Virto Partner Ecosystem

Build industry-specific ecommerce solutions with Virto—just as Innovadis did!

Our partner-first model gives you the flexibility to manage licenses, tailor offerings, and retain full control of the client experience.

Join the Virto partner ecosystem to benefit from technical enablement, joint marketing opportunities, and a modular platform that helps you stand out in every competitive pitch. Let's scale B2B ecommerce together!

Become a Partner

About Virto Commerce

Virto Commerce, founded in 2011, is a global leader in B2B ecommerce and marketplace solutions, with offices in Los Angeles, Limassol, and Vilnius.

Virto Commerce specializes in innovative, highly customizable headless commerce platforms. Our mission is to empower businesses with cutting-edge ecommerce solutions through relentless innovation.

At the heart of our offerings is the Virto's Commerce Innovation Platform, which enables businesses to build commerce products that drive sustainable business transformation.

Powered by our proprietary Virto Atomic Architecture™ and Virto Cloud, our Virto's Commerce Innovation Platform offers unparalleled flexibility, seamless integration, and extensive customization, enabling businesses to create unique, high-performance digital experiences and to drive sustainable business transformation across various industries.

Ready to discuss your ecommerce solution?

Get a Demo!