

## Razoyo Announces partnership with OroCommerce

After much consideration and research, Razoyo is now offering Oro platform (OroCommerce and OroCRM) in addition to our Magento and custom app development services. During our testing phase, many things attracted the Razoyo team to choose OroCommerce.

Firstly, it is the only open-source platform built specifically around the needs of B2B merchants. The Enterprise Edition is incorporated with OroCRM, enabling merchants to provide a seamless experience between sales, customer service and ecommerce out of the box.

Due to its code-base, the platform also allows for shorter development times when customizing features for B2B merchants. It offers support for multiple price lists, customizable quote-to-order processes, quick order forms, multi-business support, corporate customer account management and other B2B-specific features and tools.

“The B2B world woke up one day and ‘discovered’ that purchasing agents are online shoppers in their private lives, like everyone else, and most prefer to do the bulk of their acquisition in that familiar, e-commerce environment,” says Paul Byrne, president of Razoyo. “After an extensive review of B2B platforms for the SMB market, we chose OroCommerce as the best option for our target market.”

In addition to its already attractive out-of-the-box features, OroCommerce’s code base is open-source, which gives developers complete freedom to customize it. This opens up endless possibilities when designing a site. Through this partnership, Razoyo expects to offer even more customized solutions for B2B clients.

“OroCommerce is another revolutionary product from the team that knows the blend of Commerce and Customer Management. We were the team that created the Magento ecommerce platform and we are committed to delivering a B2B eCommerce application that will disrupt the space,” says Yoav Kutner, CEO and founder of Oro “We developed OroCommerce to offer the most complete set of out-of-the-box ecommerce features, all of which can be tailored to fit a given business’ unique needs.”

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## About Razoyo

Razoyo, LLC, located in The Colony, Texas, USA (Dallas) is an eCommerce consultancy and Magento Certified Developer serving the needs of small and medium-sized merchants. Razoyo helps small and medium-sized online merchants create their stores, manage their online technology, and solve business problems.

## About OroCommerce

Oro Inc. is the company behind the Oro Suite of products including OroCRM, OroCommerce and Oro Platform. It was founded in 2012 by industry leaders in open-source business application development. Prior to founding Oro Inc., their founding and senior leadership team all helped lead Magento's success and have an extensive history in e-commerce technology.

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