



Evenica B2B Customer Hierarchy Contact Model Acquired by Microsoft to Support Complex Business-to-Business Purchasing Scenarios

Evenica, a leading commerce solutions partner with over 20 years of experience building and extending enterprise commerce software, today announced that Microsoft has purchased Evenica's B2B Customer Hierarchy Contact Model intellectual property for Microsoft Dynamics 365 Commerce.

The B2B Customer Hierarchy Contact Model is designed to support complex business-to-business purchasing scenarios where multiple users need to place orders on behalf of a single organization. This includes use cases such as purchasing for multiple store locations, managing independent department invoicing, and organizing or facilitating services for third parties.

The model enables multiple B2B website users to register, shop, and create orders for the same organization (without requiring the creation of additional customer records) while maintaining clear account structure and operational efficiency. This approach aligns with the needs of modern B2B organizations that operate across distributed teams, locations, and billing structures.

Microsoft's acquisition of this IP reflects the strong strategic alignment between the two organizations and recognizes Evenica's long-standing commitment to developing practical, enterprise-ready commerce solutions that address evolving customer needs. It also underscores Evenica's broader strategy of delivering targeted, modular innovations for Dynamics 365 Commerce that align closely with how customers operate at scale.

"For more than two decades, Evenica has worked closely with Microsoft to help customers succeed," said Raghav Jandhyala, GM, Microsoft Dynamics 365 AI ERP SCM and Commerce. "This acquisition highlights our shared focus on enabling sophisticated B2B commerce experiences and our ability to anticipate market needs with high-quality, scalable solutions."

The B2B Customer Hierarchy Contact Model was originally developed as part of Evenica's e4Dynamics solution set to support real-world B2B buying requirements across industries such as retail, manufacturing, and beverage. Its purchase by Microsoft further underscores the value of Evenica's deep commerce expertise and its ongoing collaboration with the Microsoft ecosystem.

"This acquisition is a proud moment for our team and a strong validation of the work we've been doing for our customers," said Sadek Ali, CEO and Co-Founder of Evenica. "For more than 20 years, we've focused on solving real-world commerce challenges by building thoughtful, scalable extensions that align with how enterprises actually operate. Being recognized by Microsoft in this way reflects the strength of our collaboration and our continued commitment to advancing Dynamics 365 Commerce through practical innovation."

Evenica continues to invest in innovation that helps organizations streamline commerce operations, improve customer experiences, and scale their digital capabilities with confidence.

**About Evenica**

Evenica is a Microsoft Solutions Partner specializing in enterprise commerce, payments, and digital transformation. With over 20 years of experience, Evenica helps organizations modernize and optimize their commerce operations using Microsoft Dynamics 365 and Azure-based solutions.

Media Contact

Kelly Mazur, Marketing Director at Evenica

Email: kmazur@evenica.com

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