



PRESTASHOP MODULE · DOCUMENTATION

# Advanced B2B & B2C

Validate professional customers (VAT VIES + French SIRET + Kbis), automate OSS VAT compliance and recover abandoned carts from a single PrestaShop module certified by a tax expert. 30+ B2B/B2C features.

VERSION

**2.3.19**

## User documentation

This manual covers the installation, configuration and daily usage of the Advanced B2B & B2C module. It is intended for PrestaShop administrators who want to manage a unified B2B/B2C business, automate tax compliance and recover their abandoned carts.

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COMPATIBILITY

**PrestaShop 8.0 → 9.x**

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## CHAPITRE 1

# Module overview

*Advanced B2B & B2C is the all-in-one PrestaShop solution to manage a mixed business of professional and consumer customers: automated customer validation, intra-community VAT compliance, sales recovery and legal compliance, all from a single maintained module.*

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## The B2B/B2C reference for PrestaShop

If you sell to both **professional and consumer customers** on your PrestaShop store, you know the daily challenges: tedious validation of business accounts, complex EU VAT compliance, OSS threshold tracking, abandoned carts you struggle to recover, non-compliant invoices...

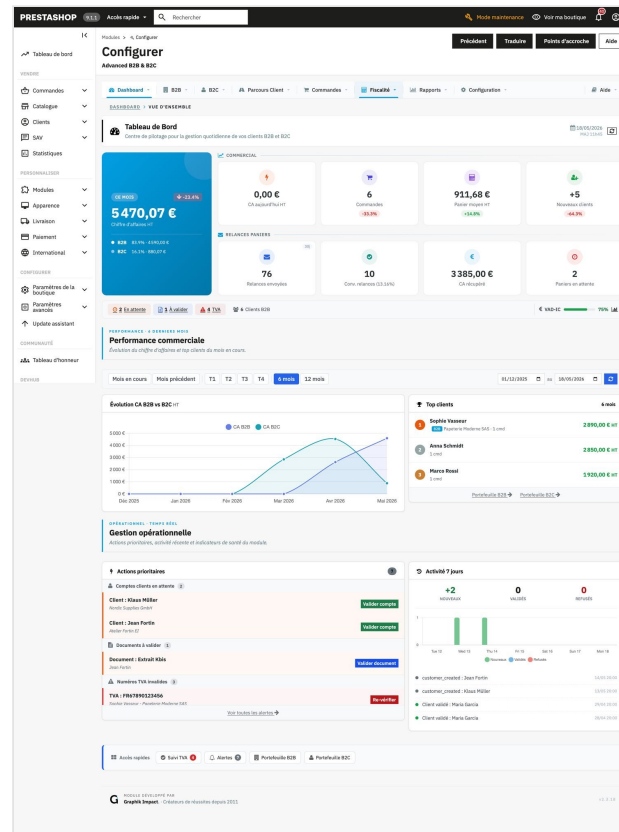
**Advanced B2B & B2C** is the all-in-one solution that automates all of this from a single module, designed by e-commerce experts and **certified by a tax expert**.

## Why this module?

Today, running a B2B/B2C business with standard PrestaShop modules requires **5 to 8 different modules** (pro validation, VAT management, abandoned carts, secured forms, etc.). The result: conflicts, complex updates, non-compliant tax invoices, cumulative licence costs.

Advanced B2B & B2C replaces these 5 to 8 modules with **a unified solution**, including:

- **Automated professional customer validation:** EU VAT VIES API + French INSEE SIRENE API (for FR companies) + Kbis/proof-of-business workflow
- **Complete tax compliance:** B2B intra-EU reverse-charge VAT, exports outside EU exemption, OSS €10,000 threshold tracking, EC Sales List declarations
- **Sales recovery:** multi-step abandoned cart reminders with automatic discount codes
- **Legal security:** invisible reCAPTCHA v3, French Hamon Law withdrawal form, HMAC age verification, native GDPR compliance
- **Public sector specific:** administrative purchase order payment with 3-step workflow



**FIGURE 1.** Smart dashboard: real-time KPIs, 7-day chart, operational alerts.

## Who is it for?

- **B2B/B2C e-merchants** who want a clean workflow and automatic tax compliance
- **Wholesalers and resellers** who need differentiated registration profiles (Company, Reseller, Association, Public body, etc.)
- **Stores selling across the EU** that need to manage OSS VAT and intra-community declarations
- **Vendors to the public sector** who need administrative purchase order payment
- **Regulated activities** (alcohol, CBD, vaping, weapons) that need legal and auditable age verification

## Measurable benefits

- **80% reduction in professional account validation time** thanks to the automated VIES + SIRET + Kbis workflow
- **0% VAT errors** on B2B intra-EU and outside-EU export invoices (legal mentions injected automatically)
- **+15 to +30% abandoned cart recovery rate** depending on your reminder campaigns
- **Guaranteed GDPR compliance:** automatic data purge, one-click unsubscribe, right to be forgotten
- **A single module to maintain** instead of 5 to 8 (licence savings + simplified updates)

## Why Graphik Impact?

Module developed by **Graphik Impact**, a French agency based in the Grand Est region and specialised in PrestaShop development since its founding in 2011. The agency runs this module in production on its own clients' e-commerce sites for several years, with daily real-world feedback.

Technical support in French and English, regular updates, EU VAT rates updated annually.

### KEY FACTS

**16 features** integrated, **29 database tables**, **44 PrestaShop hooks**, **140+ configuration keys**, **5 interface languages** (FR, EN, DE, ES, IT). Compatible with PrestaShop 8.0 to 9.x, PHP 7.4 to 8.3, full multi-store support.

## CHAPITRE 2

# Technical prerequisites

Before installing the module, check that your environment meets the following prerequisites. The module has been designed to work on common configurations (shared, dedicated, cloud) without specific hardware.

## PrestaShop

- Version **8.0 minimum**
- **8.2.x recommended**
- All PS 8.x versions supported (tested up to 8.2.6)
- **PrestaShop 9.x compatibility** validated (tested in QA on PS 9.1.1)

## PHP

- Version **7.4 minimum**
- **8.0 and 8.1 recommended**
- Versions **8.2 and 8.3 supported**

## Database

- MySQL **5.7 minimum** (8.0 recommended)
- MariaDB **10.3 minimum** (10.5 recommended)
- `utf8mb4` encoding recommended
- The module creates **29 tables** prefixed with `ps_advb2bc_` on installation

## Required PHP extensions

- `ext-curl` — VIES, INSEE SIRENE and reCAPTCHA API calls
- `ext-openssl` — HMAC signatures and age verification cookie
- `ext-json` — configuration and log serialisation
- `ext-mbstring` — multilingual string handling

## External accounts

| SERVICE             | STATUS         | USAGE                                |
|---------------------|----------------|--------------------------------------|
| Google reCAPTCHA v3 | Free, optional | Form protection (site + secret keys) |

| SERVICE                        | STATUS             | USAGE                                 |
|--------------------------------|--------------------|---------------------------------------|
| VIES API (European Commission) | Public, no account | Intra-community VAT validation        |
| INSEE SIRENE API               | Public, no account | French company SIRET/SIREN validation |

## Hosting

- Compatible with **shared, dedicated, cloud** hosting (AWS, OVH Cloud, Plesk, cPanel, etc.)
- Minimum recommended PHP memory: **256 MB**
- **CRON**: native PrestaShop CRON or system CRON (for cart reminders and synchronisations)
- <https://> access recommended (required for API calls and reCAPTCHA)

### IMPORTANT

The module requires **no external Composer dependencies** nor additional third-party libraries. Everything is bundled to simplify updates and avoid conflicts with other modules.

## CHAPITRE 3

# Installation

Three installation methods are available depending on your acquisition channel. The recommended procedure is via the official PrestaShop marketplace, which ensures automatic updates through the included support contract.

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## Method 1 — Via the official PrestaShop marketplace (recommended)

1. Log in to your PrestaShop back office with an administrator account
2. Go to **Modules → Marketplace**
3. Search for « *Advanced B2B & B2C* »
4. Click **Install**, then **Configure**
5. Enter your marketplace credentials to enable automatic updates

## Method 2 — Directly from Graphik Impact

1. Download the `advanced_b2b_b2c-2.3.19.zip` archive from your Graphik Impact client area
2. In the back office, go to **Modules → Module Manager → Upload a module**
3. Click **Select file** and upload the ZIP archive
4. PrestaShop installs the module automatically (creates the 29 tables + default configuration)
5. Click **Configure** to access the module dashboard

## Method 3 — Manual SFTP upload

If your hosting prevents uploads via the web interface (size limit, security restrictions):

1. Unzip the archive on your local machine
2. Upload the `advanced_b2b_b2c/` folder to `/modules/` of your PrestaShop via SFTP
3. Log in to the back office
4. Go to **Modules → Module Manager**
5. Find « *Advanced B2B & B2C* » in the list and click **Install**

## First installation: what happens

Upon installation, the module automatically executes:

- Creation of **29 SQL tables** prefixed with `ps_advb2bc_`
- Registration of **44 PrestaShop hooks** (display and business logic)
- **Conservative default configuration**: no feature blocks your users without you knowingly enabling it

- Creation of the **withdrawal CMS page** in 5 languages (FR, EN, DE, ES, IT)
- Creation of the required **B2B customer groups**
- Creation of the **Administrative Purchase Order payment method** (disabled by default)

### REVERSIBILITY

Uninstalling the module via PrestaShop is **clean**: all tables, hooks, configurations and CMS pages created on installation are removed. No leftovers in the database or on disk.

## Post-install verification

After installation, access the module menu in the back office:

Configure module → "Configuration status" tab

The **Configuration status** screen automatically checks the health of your installation (tables created, hooks registered, write permissions, APIs reachable). See chapter 4.4.

## CHAPITRE 4

# Initial configuration

*The module ships with a safe default configuration. This section guides you through the essential settings to apply before going live: B2B/B2C mode selection, VAT configuration, general status check.*

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## Accessing the module

From the PrestaShop back office:

Modules → Module Manager → Advanced B2B & B2C → Configure

The dashboard opens by default on the **"Dashboard"** tab with real-time KPIs.

## Choosing the operating mode

The module offers 2 main B2B modes:

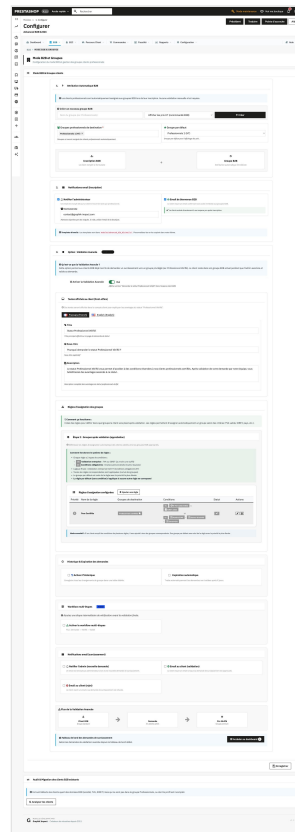
### Simple Mode

Automatic assignment to the B2B group based on the *company* field provided at registration. No manual validation required. Best for stores that want to handle B2B without administrative friction.

### Validation Mode (recommended)

Multi-step workflow: **Pending → Verified → Validated → Rejected**. Each professional account goes through an admin approval cycle with automatic email notifications. Best for activities that require pre-validation (wholesaler, reseller, public sector).

Switching between the two modes is done from the **B2B mode / Groups** tab.



**FIGURE 2.** "B2B mode / Groups" tab: Simple/Validation switch, assignment rules.

## VAT configuration

The module recognises three tax regimes applicable to your store. The choice is made from the **Tax Situation** tab and shapes the entire VAT calculation and invoice mentions chain.

### B2C – below the €10,000 threshold

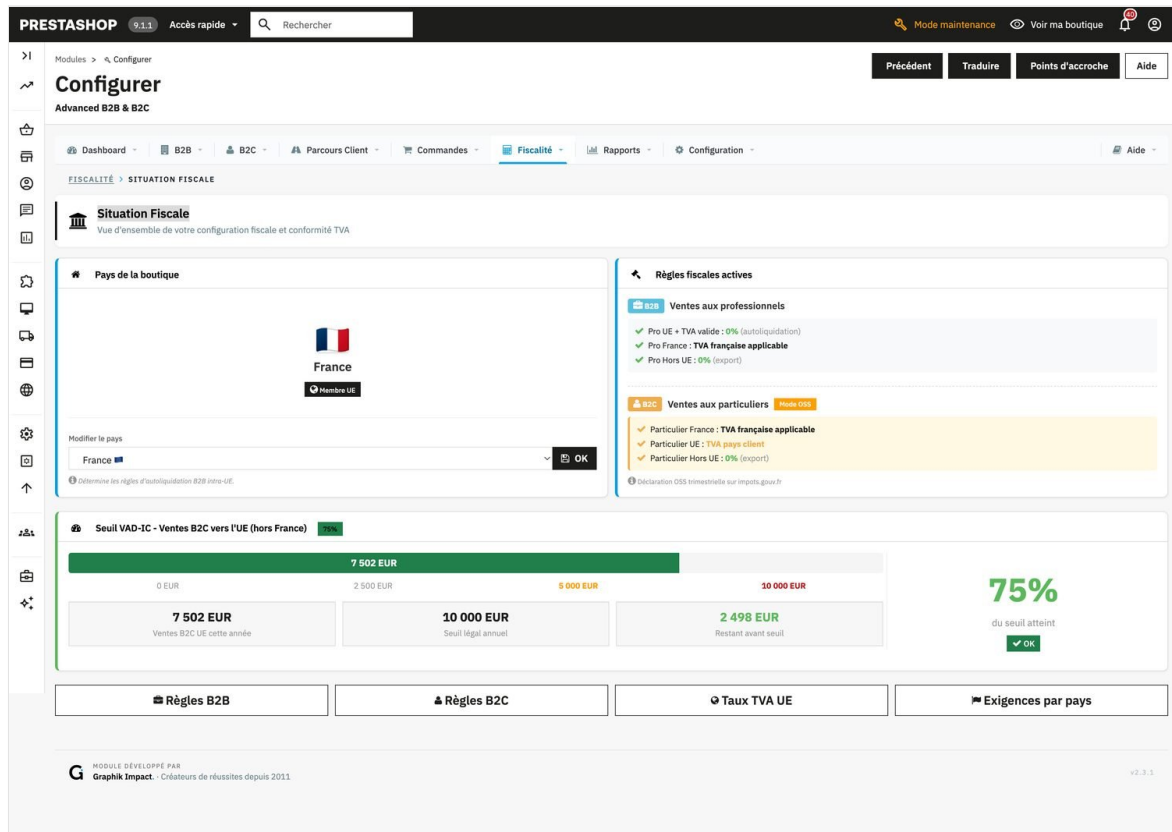
Your intra-community B2C sales are taxed at the **French VAT rate**. No OSS declaration required as long as the annual €10,000 threshold has not been crossed.

### B2C – OSS (One-Stop Shop)

You have crossed the threshold or have voluntarily opted into the OSS regime. Your intra-EU B2C sales are then taxed at the **VAT rate of the destination country**. The module handles all 27 EU VAT rates, updated annually.

### B2B intra-EU

Your intra-community B2B sales benefit from **reverse-charge** (0% VAT with the mention "VAT exemption – Article 262 ter I of French CGI" on the invoice). Immediate compliance with EU Directive 2006/112/EC.

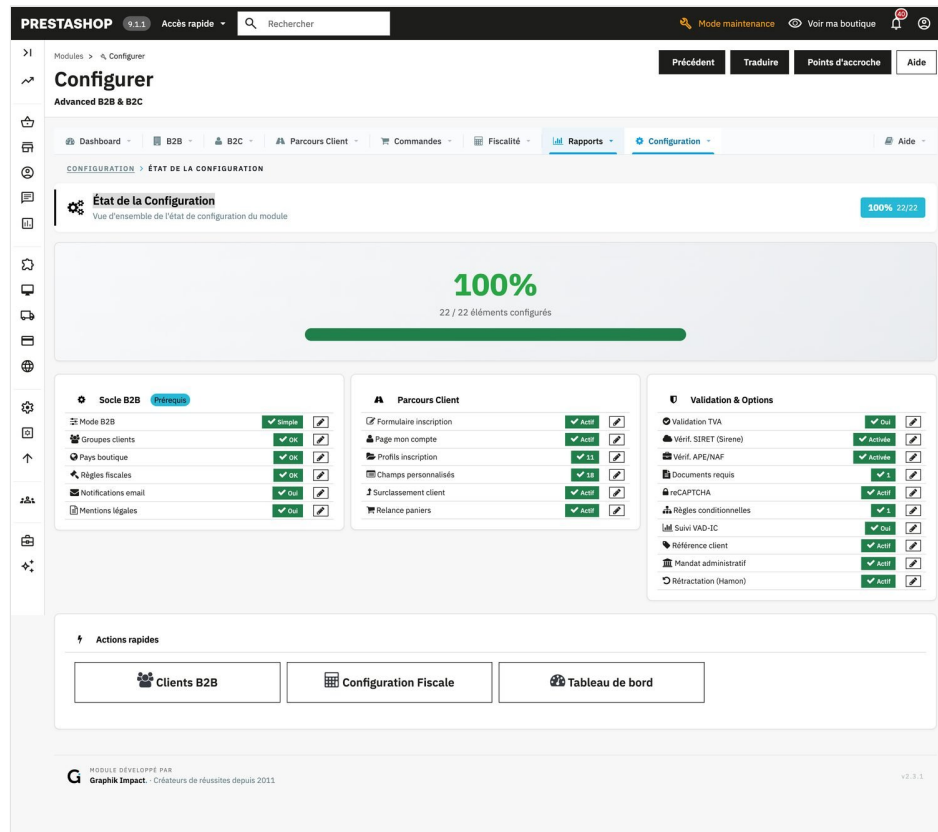


**FIGURE 3.** Tax Situation: select the applicable regime + real-time OSS gauge.

## General status check

Before going live, the **Configuration status** tab runs a series of automatic checks:

- 29 SQL tables created and accessible
- 44 PrestaShop hooks registered
- Write permissions on the `/upload/` and `/img/cms/` folders
- Connection to external APIs (VIES, INSEE SIRENE)
- Consistency of EU VAT rates
- Withdrawal CMS pages created in all active languages



**FIGURE 4.** Configuration status: complete post-install diagnostic with green/red indicators.

## BEST PRACTICE

Re-run the **Configuration status** tab after each major PrestaShop or module update: it immediately detects any regressions.

## CHAPITRE 5

# Feature-by-feature guide

*This chapter details the 16 integrated features. Each section describes the functional scope, key parameters and presents a screenshot of the relevant interface. Features are grouped into five families: customer management, tax compliance, sales recovery, security & legal compliance, commercial workflow, monitoring.*

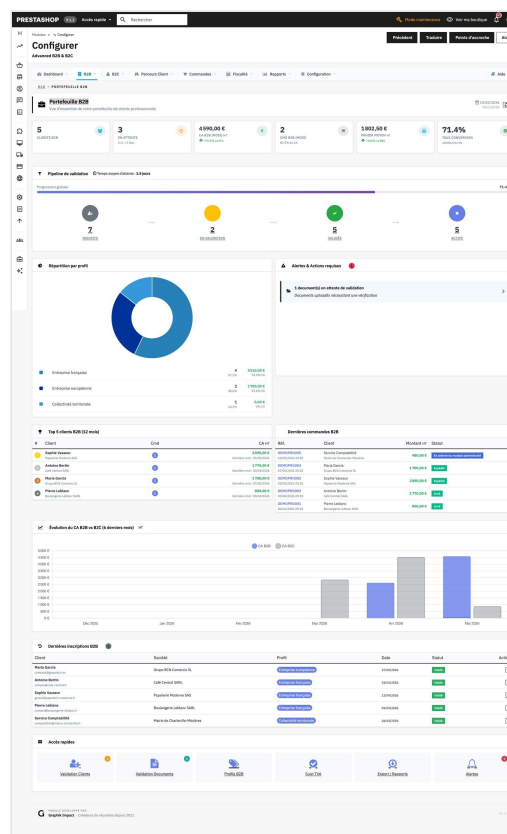
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# Customer management

## 01 B2B & B2C customer portfolios

Two consolidated views dedicated to professional and consumer customers, with dynamic filters (status, group, revenue, seniority) and CSV/Excel export. The B2B portfolio additionally displays validation status, VAT number, submitted documents and the complete audit log (group changes, validations, rejections).

- **Simple mode:** automatic assignment to B2B group based on the company field
- **Validation mode:** *Pending* → *Verified* → *Validated* → *Rejected* workflow with email notifications at each transition
- Complete audit log: who did what and when



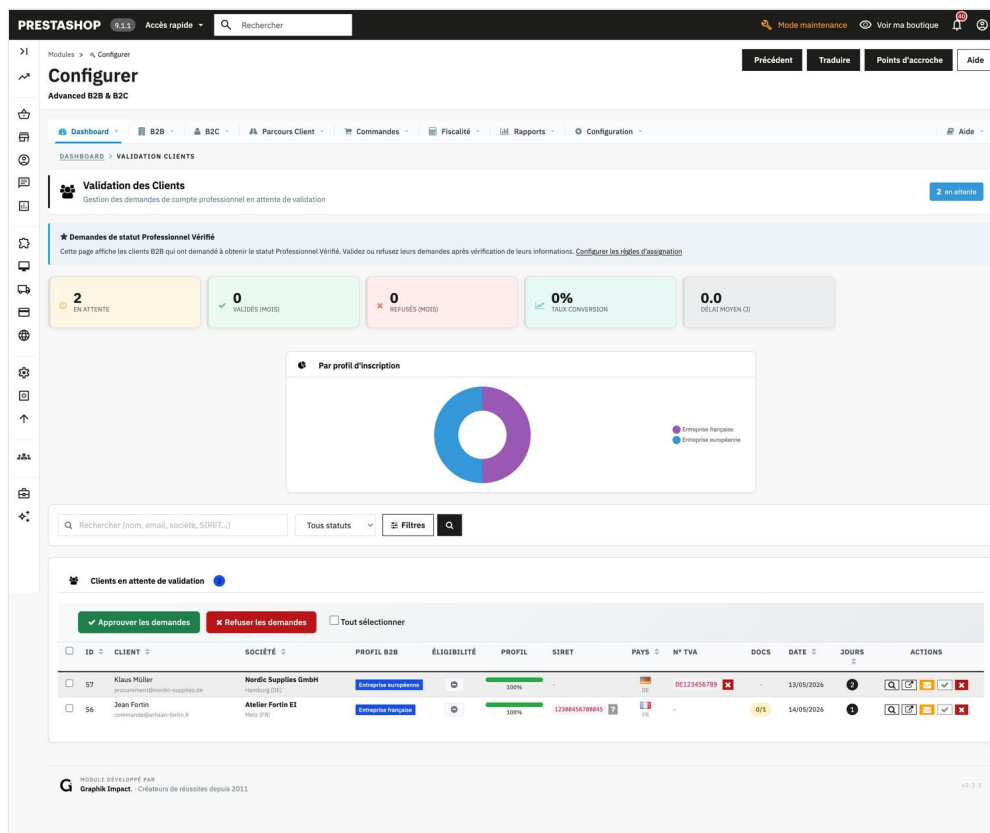
**FIGURE 5.** B2B Portfolio: consolidated view with filters and status indicators.



## 03 Intra-community VAT validation (VIES)

The module connects in real time to the **official VIES API** of the European Commission to validate intra-community VAT numbers across the 27 EU countries. The VAT number is automatically formatted according to country format (FR XX 12345678901, DE 123456789, IT 12345678901, etc.) and the company name is auto-filled from VIES when available.

- **Smart caching** for 30 days (configurable) to avoid redundant calls
- Configurable actions on invalid VAT: *block*, *warn* or *ignore*
- **Bulk verification** tool in the dashboard (resync the whole base at once)
- Degraded mode: if VIES is down, the format is validated locally



**FIGURE 7.** Customer validation page: VIES status, SIRET, documents at a glance.

## 04 SIRET / SIREN validation (INSEE SIRENE)

For French companies, the module queries the **INSEE SIRENE API** and auto-fills the company name, postal address and APE/NAF business activity code. A uniqueness check prevents the same company from being registered twice under different accounts.

- Public SIRENE API, no registration needed
- **Degraded mode:** format-only validation if the API is unavailable (Luhn key)
- Uniqueness check: detection of SIRET numbers already registered on other accounts

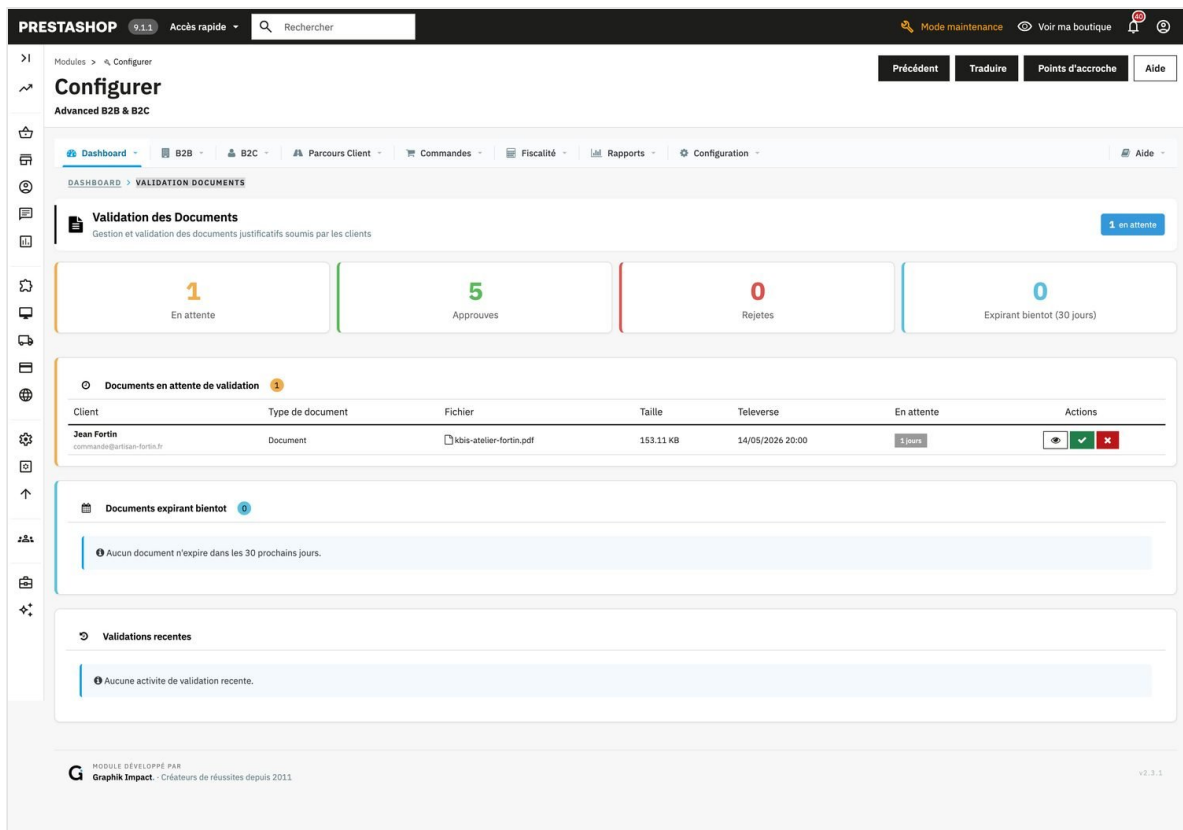
### GLOSSARY

**SIRET** (14 digits) and **SIREN** (9 digits) are the official French business registration numbers. **Kbis** is the official French company registration certificate. The SIRENE API does not expose the VAT number; for a French company's VAT validation, the module reconstructs **FR + check digit + SIREN** per the official algorithm and verifies it via VIES.

## 05 Professional document verification

Complete workflow to upload and approve professional supporting documents: Kbis, bank details (RIB), director's ID, business-specific certificates. The admin receives a notification on each upload, can approve or reject with a reason, and gets an alert before each dated document expires.

- **Secure whitelist:** extension, MIME type and max size control
- Automatic **validity date tracking** with email reminders
- Approval/rejection workflow per document with mandatory reason on rejection
- Download restricted to admins (never public)



**FIGURE 8.** Professional document validation: list, status, expirations, admin actions.

## 06 Automatic customer group assignment

A rules engine lets you automatically switch your customers between groups based on their purchasing behaviour: cumulative amount, number of orders, seniority, custom field values. The advanced logic combines **AND** and **OR** conditions with nested groups.

- Typical example: "Promote to VIP group if cumulative revenue > €5,000"
- Typical example: "Switch to Loyal group if registered > 12 months **AND** ≥ 3 orders"
- Automatic execution via CRON or manual with **preview** before applying
- Complete audit log (who, what, when)

## Tax compliance

### 07 VAT exemptions & reverse-charge

The module automatically handles the three common exemption cases for a French e-merchant:

#### B2B intra-EU reverse-charge

Automatic 0% VAT with the mention "VAT exemption – Article 262 ter I of French CGI" injected on the PDF invoice. Compliant with EU Directive 2006/112/EC Article 196 (reverse charge).

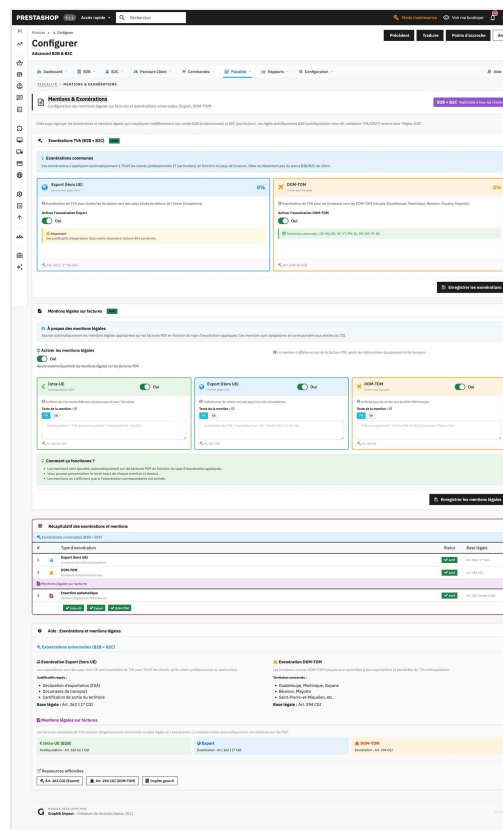
#### Export outside EU

Automatic exemption with the mention "Export – Article 262 I 1° of French CGI" on the invoice. Supporting evidence (proof of departure from EU territory) tracked.

#### French Overseas Territories

Special regime for overseas territories (Article 294 of French CGI) with mentions adapted by destination.

Mentions are injected **automatically on PDF invoices in 5 languages** (FR, EN, DE, ES, IT) based on the customer language.

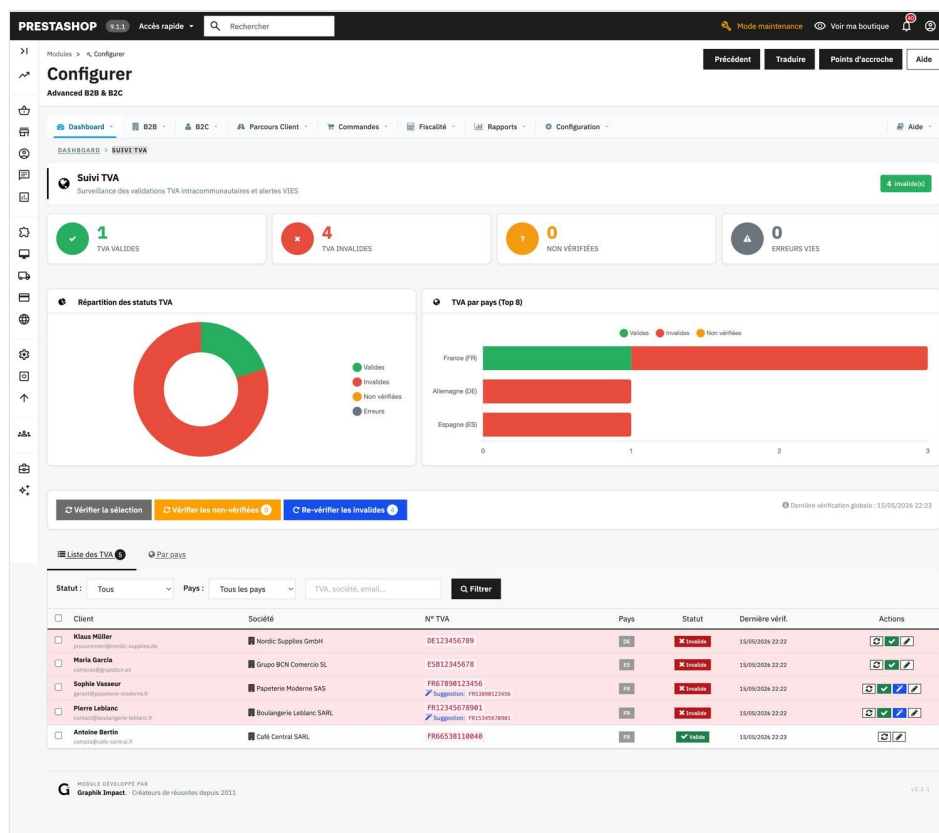


**FIGURE 9.** Multilingual exemption mentions: centralised editor, immediate preview.

## 08 OSS / VAD-IC threshold tracking (€10,000)

Since 1 July 2021, a French e-merchant must switch to the OSS regime as soon as cumulative intra-community B2C sales exceed **€10,000 per year**. The module tracks this progress in real time and issues proactive alerts.

- **Visual gauge:** real-time progress towards the €10,000 threshold
- **Automatic email alerts** at 90% and on threshold breach
- **Top destinations:** EU country ranking by B2C revenue
- OSS configuration: **VAT rate per destination country** (27 EU countries updated annually)

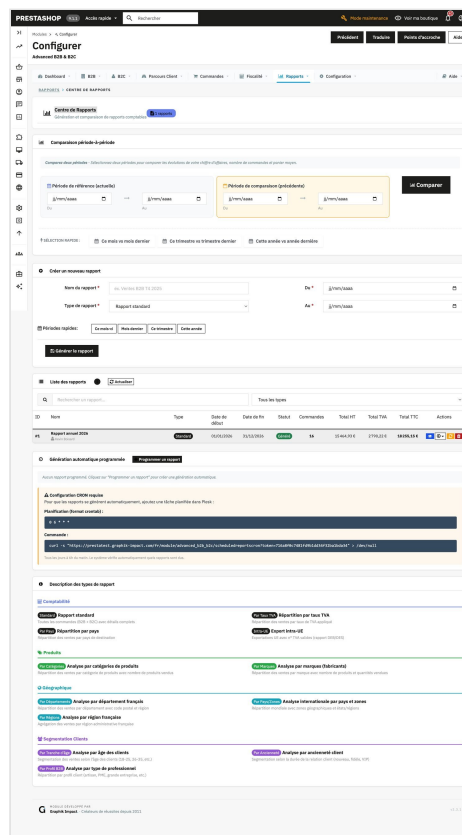


**FIGURE 10.** VAD-IC threshold tracking: gauge, top countries, alerts at 90% and on breach.

## 09 Tax reports center

A unified reports center to generate every tax declaration expected of a B2B/B2C business exporting in the EU. Reports are exportable as CSV, Excel or PDF (tax expert compatible).

- **French VAT declaration:** breakdown by rate (20%, 10%, 5.5%, 2.1%)
- **EC Sales List (formerly DEB in France):** replaces the former DEB declaration, compliant format
- **B2C EU VAT (OSS):** detail per destination country
- **Sales outside EU:** tracking with export documentation
- **Scheduled reports by email** (monthly, quarterly, annual)



**FIGURE 11.** Reports center: unified access to the 4 main declarations + multi-format export.

## Sales recovery

### 10 Abandoned cart recovery

A fully integrated multi-step reminder system, with no dependency on a third-party emailing service. You define as many plans as needed, each with its own delays, target segments and discount codes.

- **Multi-step plans:** create for example "1h no promo", "24h -5%", "72h -10%"
- **Smart targeting** by customer type (B2B / B2C), group, minimum cart amount
- **Automatic discount codes:** percentage, fixed amount, or free shipping
- **Responsive emails:** professional templates with product images, trust signals and social media links
- **Statistical tracking:** open rate, clicks, conversions and recovered revenue
- Automatic CRON sending with **rate limiting** (anti-spam)
- **GDPR compliance:** unsubscribe link, automatic purge of old data

**PRESTASHOP** 9.1.1 Accès rapide Rechercher Mode maintenance Voir ma boutique

**Configurer** Advanced B2B & B2C

Dashboard B2B B2C **Parcours Client** Commandes Fiscalité Rapports Configuration Aide

**PARCOURS CLIENT > RELANCE PANIERS ABANDONNÉS**

**Relance Paniers Abandonnés**  
Envoyez automatiquement des emails de relance aux clients ayant abandonné leur panier 3 plans actifs

77 Emails envoyés 62.34% ouverture 10 Conversions 12.99% taux 3385,00 € CA récupéré Moy: 338,50 € 20.83% Taux de clic 30 derniers jours

Plans actifs: 3 Désabonnés: 0 Taux ouverture: 62.34%

**CONFIGURATION - PLANS ACTIFS**  
**Plans de relance**  
Scénarios automatisés déclenchés selon le délai d'abandon et le profil client.

| Priorité | Nom                      | Délai     | Cibles   | Reduction    | Statut  | Actions              |
|----------|--------------------------|-----------|----------|--------------|---------|----------------------|
| 0        | Relance - 1h             | 1 heure   | B2B, B2C | Pourcentage  | Inactif | [Edit] [Play] [Stop] |
| 1        | B2C - Premier rappel 24h | 24 heures | B2C      | Pourcentage  | Actif   | [Edit] [Play] [Stop] |
| 2        | B2C - Dernier rappel 72h | 72 heures | B2C      | Pourcentage  | Actif   | [Edit] [Play] [Stop] |
| 3        | B2B - Rappel pro 48h     | 48 heures | B2B      | Montant fixe | Actif   | [Edit] [Play] [Stop] |

Configuration CRON Jamais exécuté

MODULE DÉVELOPPÉ PAR Graphik Impact - Créateurs de réussites depuis 2011 v2.3.1

**FIGURE 12.** Reminder plans: level configuration, discount codes and statistics.

## Security and legal compliance

### 11 Withdrawal form (French Hamon Law)

Automatic CMS page compliant with **Article R221-1 of the French Consumer Code**. The interactive form lets the customer select the products concerned, choose a reason and attach a supporting document. The return is automatically created in PrestaShop, with notification to team and customer.

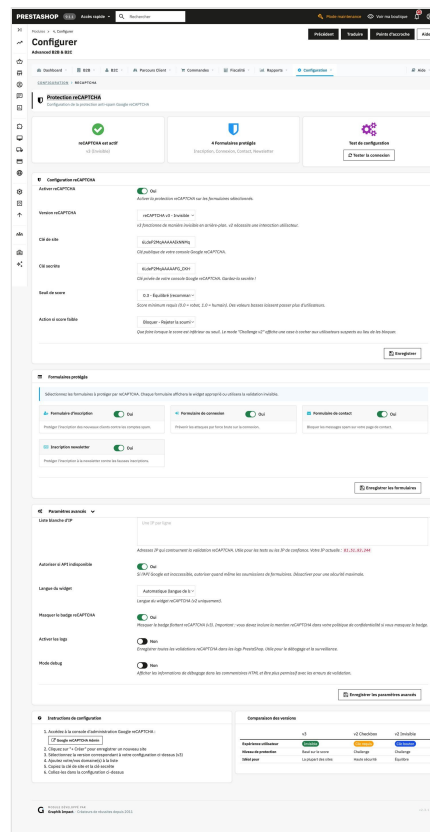
- CMS page created in **5 languages** at installation (FR, EN, DE, ES, IT)
- Interactive form with product selection, reason, supporting document upload
- **Automatic creation of the return** in PrestaShop
- **B2C restriction option**: reserve the form to consumer customers only (pros use other channels)

**FIGURE 13.** Front withdrawal form: guided customer flow + supporting document upload.

## 12 reCAPTCHA v3 protection

Invisible protection of sensitive forms by **Google reCAPTCHA v3**. No user interaction required: no puzzle, no checkbox. The score (0.1 to 1.0) is analysed in the background and triggers the configured actions.

- **Configurable score** from 0.1 to 1.0 (default 0.5): threshold between human and bot
- **Protected forms:** registration, login, newsletter, contact, withdrawal
- **Multi-theme** compatible: Warehouse, Creative Elements (Elementor), Classic
- **Logging mode** before blocking: observe the scores before turning on blocking

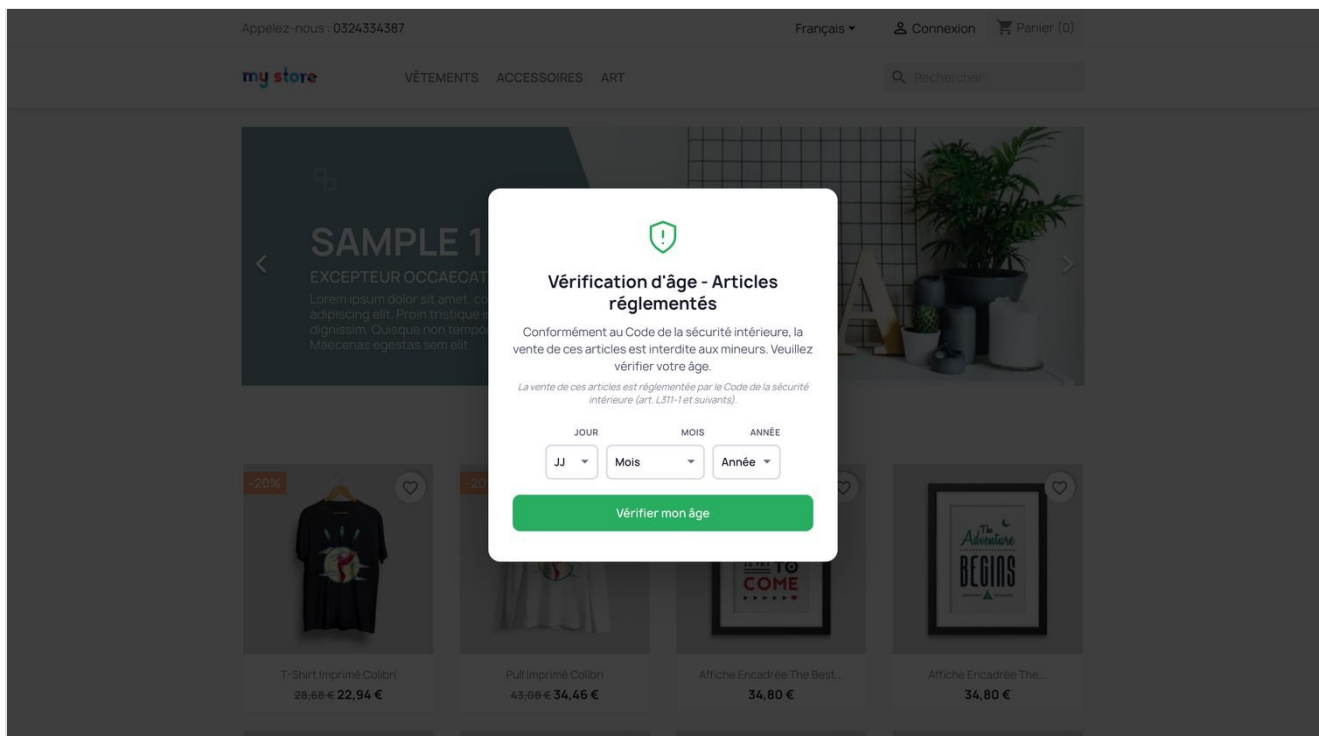


**FIGURE 14.** reCAPTCHA configuration: keys, threshold, protected forms, log/block mode.

## 14 Age verification

Fully customisable modal popup shown on first visit or on access to a sensitive category. Required for stores selling alcohol, CBD, vaping or weapons. The validation cookie is **HMAC-signed** and compliant with WCAG 2.1 AA + GDPR.

- **2 methods:** birth date entry (auto age calculation) or simple confirmation (yes/no)
- **5 visual presets** + multilingual texts
- **Restriction by category or product** with automatic inheritance to sub-categories
- **Legal presets** per product typology (alcohol 18+, CBD, vaping, weapons)
- **HMAC-signed cookie:** cannot be tampered with client-side
- **WCAG 2.1 AA accessibility:** keyboard navigation, contrast, screen reader



**FIGURE 15.** Front age verification: customisable, accessible, multilingual popup.

## Commercial workflow

### 13 Purchase order / customer reference

For B2B customers placing nominative orders with their own internal purchase order number. The **"Reference (PO number)"** field is added to the cart and checkout, and automatically appears on the generated PDF invoice.

- Optional or mandatory field (configurable per customer group)
- Visible on the **PDF invoice** and the order confirmation email
- **"B2B only"** option: field hidden for consumers
- Indexed admin-side to find an order by customer reference

The screenshot shows the Prestashop Admin interface for configuring the 'Référence interne client' (Internal customer reference) feature. The page is titled 'Configurer' and includes a sidebar with navigation links like 'Dashboard', 'B2B', 'B2C', 'Personne Client', 'Commandes', 'Facturé', 'Rapports', and 'Configuration'.

**Configuration section:**

- Activer la fonctionnalité:** ☒ Oui. Affiche un champ de saisie dans le tunnel de commande.
- Champ obligatoire:** ☒ Oui. Si activé, le client doit obligatoirement renseigner sa référence pour passer commande.
- Réserver aux professionnels:** ☒ Oui. Si activé, seuls les clients professionnels (avec champ « client » rempli) verront ce champ.
- Afficher sur les factures:** ☒ Oui. Inclut la référence client dans les factures PDF générées par Prestashop.
- Colonne dans le listing commandes:** ☒ Oui. Ajoute une colonne « Réf. client » dans le listing des commandes du back-office.
- Afficher dans le panier:** ☒ Oui. Affiche le champ de référence dans la page panier. Si désactivé, le champ sera uniquement visible dans le tunnel de commande (checkout).
- Position dans le récapitulatif:** ☐ En haut (avant les articles) / ☒ En bas (après les articles). Détermine où le champ de référence apparaît dans le récapitulatif de commande pendant le checkout.

**Textes personnalisés section:**

- Tunnel de commande (Front-office):**
  - Libellé du champ:**  (Défaut : Votre référence interne / B2C)
  - Placeholder:**  (Défaut : Ex: BC-2025-001234)
  - Aperçu:**  (Ex: BC-2025-001234)
- Factures PDF:**
  - Libellé sur facture:**  (Défaut : Votre référence interne)
  - Aperçu:**  (Rendu approximatif sur la facture PDF)

At the bottom right, there is an 'Enregistrer' (Save) button.

**FIGURE 16.** Internal customer reference: admin configuration and invoice display.

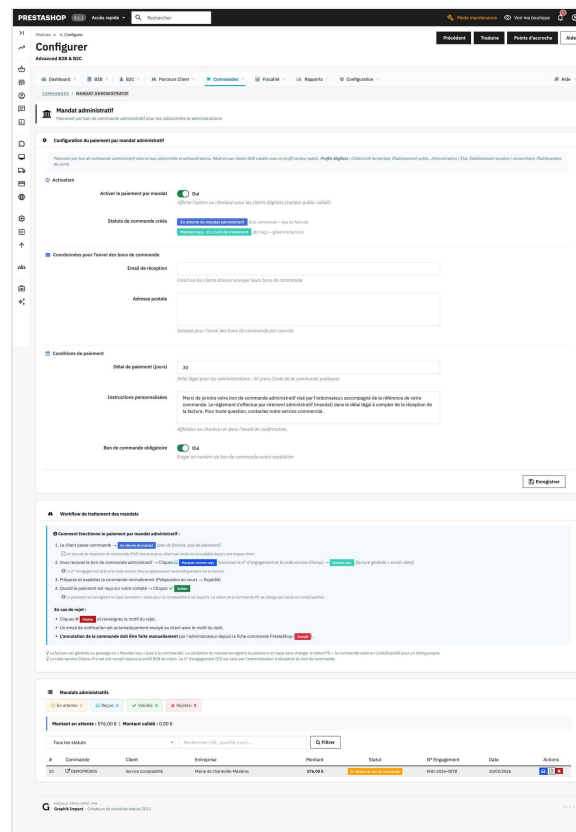
## 15 Administrative purchase order payment (Public sector)

Dedicated payment method for the public sector, automatically available for *Public body*, *Public establishment* and *Administration* profiles. 3-step workflow with automatic PDF acknowledgment.

### 3-STEP WORKFLOW

1. **Pending PO:** the order is created, the PDF acknowledgment is sent to the customer
2. **PO received:** triggers invoice generation (VAT applicable based on profile)
3. **PO validated:** records the payment in PrestaShop accounting

- **Professional PDF acknowledgment** generated automatically
- Confirmation email to customer and merchant with PDF attached
- **Dedicated admin tab** in the order page: status, timeline, transition actions
- Bank reference field for **payment reconciliation**
- Flexible configuration: contact email, postal address, instructions, payment delay
- Secure download via **HMAC token** from the customer area



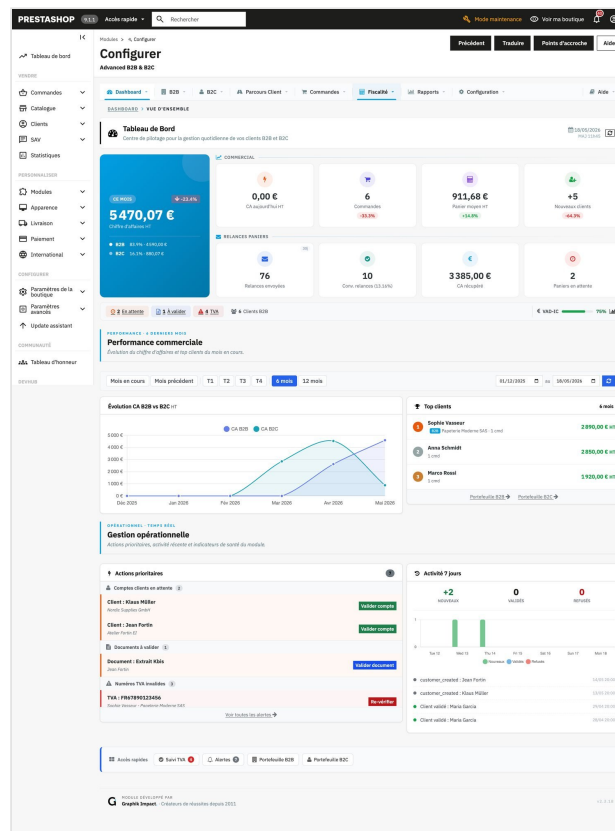
**FIGURE 17.** Administrative purchase order: 3-step workflow and editor configuration.

## Monitoring

# 16 Smart dashboard

The dashboard is the module's landing screen. It aggregates the key B2B/B2C activity indicators in real time and exposes the operational actions to take (pending validations, tax alerts, expired documents).

- **Real-time KPIs:** monthly revenue, daily revenue, average cart, B2B/B2C breakdown
- **7-day chart:** activity evolution with trend
- **Operational alerts:** invalid VAT numbers, expired documents, OSS threshold breached
- **Pending validation:** direct access to customers and documents to process



**FIGURE 18.** Smart dashboard: B2B/B2C activity overview with operational actions.

## CHAPITRE 6

# Legal and tax compliance

The module was designed and maintained in collaboration with a tax expert, covering the main articles of the French General Tax Code, the EU VAT Directive, GDPR and accessibility standards.

## Tax references

| REFERENCE                                     | APPLICATION IN THE MODULE                                                                               |
|-----------------------------------------------|---------------------------------------------------------------------------------------------------------|
| <b>Article 262 ter I of French CGI</b>        | Reverse-charge on intra-community supplies (B2B intra-EU)<br>— 0% VAT with mandatory mention on invoice |
| <b>Article 262 I 1° of French CGI</b>         | Exports outside EU — VAT exemption with evidence of departure from EU territory                         |
| <b>Article 294 of French CGI</b>              | Special regime for French Overseas Territories                                                          |
| <b>EU Directive 2006/112/EC Art. 196</b>      | Reverse-charge mechanism — EU legal basis                                                               |
| <b>Article R221-1 of French Consumer Code</b> | French Hamon Law — compliant standard withdrawal form                                                   |
| <b>€10,000 threshold (EC 2021)</b>            | VAD-IC — mandatory switch to OSS above the annual threshold                                             |

## GDPR compliance

- **Explicit consent** for personal data collection (non-pre-checked opt-in box)
- **Right to be forgotten**: complete deletion of customer data on request, in 1 click from the admin
- **Automatic purge** of old data (abandoned carts > 6 months, logs > 12 months)
- **One-click unsubscribe** on all reminder emails
- **No data transmitted** to third parties outside the official APIs (VIES, SIRENE, reCAPTCHA — all HTTPS-signed)
- Complete audit log of accesses to sensitive data (pro documents, bank details)

## Accessibility (WCAG 2.1 AA)

The age verification popup — the feature most exposed on the front office — is compliant with WCAG 2.1 level AA:

- Full **keyboard** navigation (Tab, Enter, Esc)
- Text contrasts meeting minimum ratios
- Semantic markup compatible with **screen readers** (ARIA roles, focus management)

- Alt text on all informative images

## CHAPITRE 7

# FAQ and troubleshooting

Frequently asked questions from stores during installation or daily usage. If your situation is not covered here, our technical support replies within 48 working hours.

---

## Installation and compatibility

**Q Is the module compatible with PrestaShop 9?**

**R** Yes. Version 2.3.19 has been tested in QA on PS 9.1.1 with PHP 8.2 and 8.3. The PS9 strict typing adjustments (initialising non-nullable varchars to `''` rather than `NULL`) are integrated.

---

**Q Is the module compatible with the Creative Elements (Elementor) theme?**

**R** Yes. The module automatically detects the presence of Creative Elements and uses an alternative DOM-based injection (selectors `.ce-login-form`, `.ce-contact-form`) rather than the classic Smarty hooks. No specific configuration required.

---

**Q How many third-party modules does this module replace?**

**R** On average between 5 and 8 modules: B2B validation, OSS VAT management, abandoned cart recovery, withdrawal form, reCAPTCHA, age verification, administrative purchase order and tax reporting. The total licence cost is reduced, and most importantly, maintenance is unified.

---

**Q What happens if I uninstall the module?**

**R** Uninstallation is **clean and reversible**. The 29 `ps_advb2bc_` tables are deleted, the 44 hooks unregistered, the withdrawal CMS pages and Administrative Purchase Order payment method removed. Your standard PrestaShop customer data (groups, orders) is never touched. A later reinstall starts from a clean configuration.

---

## Tax compliance

**Q Are EU VAT rates automatically updated?**

**R** Yes. Each module update ships with the official VAT rates for the 27 EU countries. Sync is annual (EU rates rarely change mid-year). You can also manually edit an individual rate via the *European VAT Rates* tab.

---

**Q How do I switch from the standard B2C regime to OSS?**

- R** From the **Tax Situation** tab, select *B2C – OSS* mode. The module then automatically applies the destination country's VAT rate to every new intra-EU B2C sale. Already-placed orders keep their initial treatment.
- 

**Q VIES is down. Can my pro customers still register?**

- R** Yes, in degraded mode. If the VIES API is unreachable, the module validates the **format** of the VAT number per country rules (length, structure) and allows registration. An automatic re-validation is scheduled every 24 hours for unverified VAT numbers.
- 

## Abandoned cart recovery

**Q How many reminder plans can I create?**

- R** No limit imposed by the module. You can create as many plans as needed, with distinct delays and discount codes (e.g. "*1h no promo*", "*24h -5%*", "*72h -10%*", "*7d -15%*").
- 

**Q Are reminder emails responsive?**

- R** Yes. The provided templates are tested on the main email clients (Gmail web/mobile, Outlook, Apple Mail, Thunderbird, iOS and Android mobile). Product images, trust blocks and unsubscribe links adapt automatically.
- 

## Customer validation

**Q Can I reject a pro account and allow a new attempt?**

- R** Yes. Rejecting an account does not delete the customer: their status switches to *Rejected*. They can be manually moved back to *Pending* by the admin at any time, or request a new verification from their customer area.
- 

**Q How do I import an existing base of pro customers?**

- R** The module does not require migration. Existing customers are automatically recognised at their first login after installation. To retroactively apply VIES validation to an existing base, use the *Bulk verification* tool in the Customer Validation tab.
-

## Support

### What is the support response time?

-  Within **48 working hours** by email (French or English). For active support contracts, a priority channel is available with a 24-working-hour response commitment.
- 

### Does support include installation help?

-  Standard installation does not require assistance — the procedure is documented step by step and automated. For complex configurations (multi-store, heavily customised themes, integration with other third-party modules), paid assistance may be offered.

## CHAPITRE 8

# Support and contact

Our technical team supports you in adopting and evolving the module. All requests go through our official email channel for full traceability.

## Support channels

### Technical support

- ▶ **Email:** [contact@graphik-impact.com](mailto:contact@graphik-impact.com)
- ▶ **Response time:** within 48 working hours (Mon-Fri, 9am-6pm Paris time)
- ▶ **Languages:** French, English
- ▶ **Scope:** installation, configuration, bugs, evolution requests

## Information to provide when contacting support

To accelerate processing, please include in your message:

- Module **version** (visible at the top of the dashboard)
- PrestaShop **version** (Configuration → Information)
- PHP **version** (Configuration → Information)
- **Theme** used (Classic, Warehouse, Creative Elements, other)
- List of other active **modules** that may interfere (payment, validation, marketing)
- **Screenshot** of the symptom or error message
- If possible, the "**Configuration status**" **tab result** from the module (screenshot)

## Evolutions and roadmap

The module is in continuous evolution. Priority axes for upcoming versions:

- Integration of new EU countries in OSS tracking
- Optional ERP connectors (Dolibarr, Sage)
- Native REST API for external pilot of reminders and validations
- Vendor dashboard with advanced segmentation by professional profile

Your suggestions are welcome — every customer request is analysed and prioritised in our public roadmap.

## Updates

Minor updates (fixes, VAT rates, translations) are free and included during the **12 months** of support and maintenance bundled with the module purchase. Major updates (new features) are available on release. Your data and configurations are preserved on every update: no reset.

### ABOUT THE PUBLISHER

**Graphik Impact** is a French agency based in the Grand Est region and specialised in PrestaShop development since its founding in 2011. It designs, deploys and maintains this module in production on its own clients' stores, with daily real-world feedback.

# Advanced B2B & B2C

## v2.3.19

The B2B/B2C reference for PrestaShop — customer validation, OSS VAT compliance, abandoned cart recovery and public sector workflow, all in a single module maintained by a French agency.

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### PUBLISHER

**Graphik Impact**

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