



# 7 Market Trends: Driving B2B Integration to the Cloud

# B2B Needs Speed

Entrepreneurs, newcomers, challengers or upstarts – whatever you call them; they are the disruptors forever changing your industry and your business.

No industry and no business is immune to the pressures from these innovators as they create new markets, build new value networks and displace long-established leaders. As they change consumer expectations and raise the bar with uber-fast service options, they are also building new value nets and they change the way partnerships work. They've changed the game—and the playing field.

How do they differentiate?



Speed to market



Technology

They move fast to be first. The pace of doing business has increased exponentially and technology is the enabler of getting to market ahead of the competition. To keep up, you have to focus your transformation projects on the speed at which you need to innovate.

But is it the same for B2B integration? Partner ecosystems are woven into the fabric of today's leading disruptors. But with vast networks of partners of all types—how is that managed successfully? And will B2B-based technologies forge connections in the cloud to increase business velocity and spark innovation? Some clear trends have emerged for B2B.

# The 7 Market trends driving B2B integration to the cloud

1

## Cost reduction

Companies want to reduce the infrastructure, maintenance and personnel costs associated with older, on-premises B2B solutions.

2

## Pay-as-you-grow

A cloud-pricing model enables you to buy only what you need, empowering solution owners to tightly regulate and control costs.

3

## Unify B2B with APIs and Integration

Companies taking a broader view of cloud-computing are adopting a multi-function iPaaS (integration-Platform-as-a-Service) that supports not only B2B Integration, but APIs, Hybrid Integration—and even the IoT.

4

## Quick B2B scalability

While on-premises scalability can be executed typically through an additional sales-cycle, companies see the benefits provided by a fully-hosted cloud platform that enables you to quickly ramp-up B2B transactions, trading partners and industry standards.

5

## Improved user experience

More easily manage transactions across your partner network, through clear and well organized, user-friendly interfaces providing intuitive accessibility, easy navigations and even fewer clicks.

6

## Rapid partner-onboarding

Accelerating the speed of onboarding has been the life-long mantra of EDI managers, substantially improving the user experience will quicken new profile setups, associated documentation requirements and communication preferences for trading partners. The goal? Onboarding is accomplished not in days or weeks—but in minutes.

7

## Hybrid connectivity

Enable your B2B integration technology to connect with any applications or other systems to access and share data whether in-thecloud or on-premises. These trends are generic to the cloud. Can we have trends that are more relevant to B2B?

# For B2B, multi-use case support is required

Integration was always a technology issue and the CIO's problem. Now it's more and more a business imperative—an opportunity.

Businesses look at B2B integration as an opportunity to be able to offer more flexibility, more efficiency and a faster approach to partner operations. As such, the more use cases supported—the better and more viable the solution will be in the long run.

Use Case	Benefit
1. Receive orders from customers and respond with fulfilment confirmation. Compare transactions to document order fulfilment KPI's.	Accelerate order-to-cash
2. Send invoices to customers and receive remittance advices in return to track financials.	Gain end-to-end visibility
3. Verify sent and received invoices to identify errors and monitor successful transmissions in order to 'start the clock' on receivables.	Ensure successful transmission of every business document
4. Enable manufacturers to send tenders to a logistics provider, alerting them to pick-up and delivery of shipments. Tighten and streamline supply-chain and deliveries Receive carrier en-route updates for delivery.	Tighten and streamline supply-chain and deliveries
5. Receive carrier en-route updates for delivery. Delivery can also trigger invoicing for the carrier to the manufacturer and receipt of goods for the manufacturer, which can prompt invoicing as well.	Maintain connectivity between all relevant business processes

# Transact with Trust

B2B integration is being disrupted. Market pressures and trends are driving B2B partner operations to the cloud—for simplicity and speed to market. Support and grow your ecosystem with webMethods.io B2B. Connect with suppliers and business partners quickly and easily to improve cooperation and communication.

Launched as part of Software AG's, industry-leading, multi-function iPaaS offering, webMethods.io B2B is a fully hosted, SaaSbased automated partner management solution that helps you speed up, gain full control of your partner operations and reduce infrastructure costs.



## Standards

Broadest support for B2B industry standards and protocols



## End-to-End B2B

See the full lifecycle of your B2B transaction



## Single Runtime

Integrate partners with backend apps in a single runtime



## Widest Support

One B2B platform for industry standards, files, APIs



## Onboard Fast

Prebuilt "invitation" templates to automate partner on-boarding

# Accelerate the speed of B2B integration with webMethods.io

When everyone and everything moves faster across your business, innovation and efficiency go through the roof. How can you move faster than fast to ensure your B2B operational processes, like EDI, move swiftly?

## Fast-track partners, suppliers and more

Quickly on-board your partners using webMethods.io B2B. Define document routing, processing information and contact details for each partner. Define and store inbound and outbound communication channels to automate and manage your partnerships and be sure documents are sent and received securely. Quickly customize documents of all types for support of priority partners who create their own versions of document standards.

## Get there first!

Successfully engage your partners and leverage cloud-based document exchange with webMethods.io B2B to gain a competitive edge within your value net. Attract and retain the best, most sought-after partners, to raise the profile of your business and offer an optimized partner experience to ensure you GTM faster and first.



webMethods.io B2B lets you exchange your documents in the cloud—and avoid infrastructure headaches and costs. Gain complete end-to-end visibility into B2B transactions across your trading network with webMethods.io B2B. Offering a fresh, new approach to partner management, with a UI that significantly improves productivity, webMethods.io B2B offers increased clarity and intuitive navigations in just a few clicks.



# webMethods.io B2B: Leading integration innovations— in the cloud

Accelerate manual B2B operational processes like onboarding partners or invoicing suppliers to increase the speed of your business with webMethods.io B2B. By using our SaaS-based pay-as-you-grow model, you can ensure efficiencies at scale across your partner and supplier ecosystem.

**Ensure clarity, centralized processes, lightning-fast onboarding and reduce IT infrastructure costs. webMethods.io B2B lets you:**

- On-board partners in minutes—not weeks!
- Get documents in the hands of those who need them most
- Adopt a pay-as-you-grow model to keep costs low
- Maintain control and centralize your processes
- Get clarity, intuitive accessibility, easy navigations—in fewer clicks!
- Handle EDI transactions with ease and deploy an out-of-the-box store of more than 14,000 document types to ensure speed of deployment, speed of use and fast document exchange.

Learn more about webMethods.io B2B by contacting your [eBase](#) representative at [B2B@ebasesolutions.com](mailto:B2B@ebasesolutions.com)

# Award-winning, industry-leading integration offerings from Software AG

We've helped thousands of organizations across nearly every industry achieve success and re-invent themselves as innovators and marketplace disrupters.

As the leader and recognized experts in integration with our iPaaS, hybrid integration, APIs, B2B, cloud integration and on-premises integration offerings—we can help you integrate anything—and everything.

Software AG offers Freedom as a Service. We re-imagine integration, spark business transformation and enable fast innovation on the Internet of Things so you can pioneer differentiating business models.

We give you the freedom to connect and integrate any technology—from app to edge. We help you free data from silos so it's shareable, usable and powerful in helping you make the best decisions.

e

eBase Solutions is an Award Winning **Premier Partner** of SoftwareAG. Our middleware enterprise integration strategies will steer your organization to new levels of digital transformation.

**Don't expect traditional "system integrators" to understand your middleware needs. Integration is what we do.**

eBase  
SOLUTIONS

software AG