

OpenText™

Is Your Business Network Optimized for the Digital World?

Your Company's Success is Dependent on its Supply Chain

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Did you know that, on average, more than one-third of the data needed to run a business comes from outside of the organization? The essential documents that are at the heart of commerce — orders, invoices, component details, shipping notifications, delivery confirmations – are created by companies with whom you partner, but don't control. Yet they have significant impact on how well your business runs.



Marco De Vries, Senior Director of Product Marketing at OpenText, explains the importance of B2B integration at OpenText Enterprise World 2015 in Las Vegas.

Manage All Information no Matter Where it Originates

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We all know the importance of getting a handle on the enterprise data needed to drive business. But what about the data that originates or travels outside of the company? Business processes and information flows extend beyond your four walls — and so should your enterprise information management strategy. Your performance depends on digitizing and managing all information, regardless of whether it's created within or outside of your enterprise.



Digital Does Not Speak the Same Language

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Your business partners are exchanging information to place and receive orders from you, invoice and pay you, ship items to you and for you, and notify you of receipt — just to name a few reasons. Some of these transactions are still executed manually, on paper. And for digitized transactions, the process isn't necessarily smooth. Information is coming in different formats, via different protocols, from different backend systems. Somehow, somewhere, someone needs to make sense of it all.

While this data is critical to the success of your business, managing it yourself can significantly distract from your strategic focus. Controlling this complexity isn't what your business is about. It's what an integrated, automated business network is about.



B2B Integration Lets You Focus on Your Core Mission

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OpenText™ B2B Integration gives you a unified, 360-degree view into your supply chain. It allows you to achieve integration with and visibility of your trading partners and their information, regardless of how it comes to you. So instead of trying to corral complexity, you can focus on your core mission.

With a single connection to the **OpenText Cloud™**, you are able to connect to all of your partners. You can digitize all the information coming to you, and all of the information you share.



Maximize Your Investment with B2B Managed Services

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Events happen in the course of business that can shake up the landscape. Mergers, acquisitions, expanding into new markets, deploying new ERP systems, launching products…these are just a few examples of disruptors that change the status quo.

Your supply chain feels the effects.

OpenText™ B2B Managed Services help you quickly deploy, adapt, or extend your business network so that your organization can deal with change without disturbing operations. With experts who know how to manage your supply chain through a multitude of scenarios, these services handle the details so you are free to see the big picture.

This article *What Do B2B Managed Services Really Provide?* from ***CIO Magazine*** and OpenText explains how partnering with a trusted B2B managed services provider can reduce costs and make the most of an integrated supply chain.



What Do B2B Managed Services Really Provide?

Measured against today's rapid pace of technological change, B2B electronic data communication has been around forever – or at least since before the Internet. It started as early as the 1960s as organizations searched for ways to more efficiently handle intercompany information exchange and coordinate communication. Those early prototypes were usually created and managed by existing, in-house IT teams. But then businesses, like everyone else, discovered the World Wide Web. One result was that it became markedly easier to find companies anywhere on earth. What did not become easier, however, was communicating with them in a standard manner, which is why EDI and B2B networks have remained relevant.

Connecting and collaborating with partners online and with other electronic tools is now vital to an organization's success. As business networks expand in location and number, so do the complexity and number of systems used to manage them. While combining ERP, B2B, transportation and warehouse systems can yield tremendous growth thanks to improved efficiencies, it is very difficult and time consuming to do. All this, of course, requires ever-increasing amounts of resources and personnel. Faced with this situation, a growing number of organizations have decided to outsource B2B operations to external managed service providers.

These providers offer a range of hosted integration services, including communication, trading partner management, integration and application services. They also let companies outsource the technical B2B infrastructure – the people and processes needed to manage B2B operations and trading partner connections.

Improving electronic communication with trading partners gives companies new or much improved tools to increase efficiency and lower costs. For example, access to demand and forecasting data allows companies to buy and hold optimal levels of stock. It also provides improved on-time delivery metrics, much more predictable expenses, lower investment risk as well as a lower total cost of ownership (TCO). Businesses also see better results in perfect order metrics, time to market, reduction of new product launch failures, cash-to-cash cycle, days of sales outstanding and invoice processing.

According to a study by the **Stanford Graduate School of Business Global Supply Chain Management Forum, produced in collaboration with OpenText,** 96 percent of companies using B2B services providers say they increased the value of their B2B integration program – and for 47 percent of participants, the increased value is combined with reduced costs. In addition to cost savings, using a managed service provider improved quality by giving these businesses greater visibility into their supply chain. This allowed them to streamline the entire process, resulting in fewer delays.

Given the importance of globalization in modern business, the first thing you should look for in a B2B managed services provider is the ability to operate anywhere in the world. There are many small, regional providers, but they are really only useful if you know you will always keep all your supply-chain operations in that one area. A global company allows you to be agile, going wherever the needs of your business dictate. The provider should already know the different standards and protocols of each nation, region and industry with which you want to do business. This means less time spent connecting and implementing and more time actually doing business. Ideally a service provider should also be able to provide you with a universal B2B gateway, giving all of your partners the same quality experience when interacting with you. And the ideal service provider partner should also be trusted and proven, with a customer portfolio that spans major industries.

Learn more about B2B managed services

CIO

CLICK HERE FOR THE FULL ARTICLE.

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