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OpenText Ecosystem Advisory Services

Optimizing B2B integration capabilities with expert insights

Align B2B capabilities with business strategy

Gain a detailed and accurate view of B2B requirements

Improve B2B data quality by up to 55%

Accelerate system migrations by up to 12 months

Business-to-business (B2B) integration is a complex capability that enterprise IT teams must navigate to support supply chain operations. However, many teams lack the skills and expertise needed to identify the optimal solutions and processes to support the business ecosystem.

Many integration solutions claim to support B2B/EDI integration while promising ease of use. Unfortunately for the buyer, reality often proves otherwise. While most integration solutions support common B2B messaging standards and protocols, there are often hidden feature and capability gaps around transaction visibility, partner onboarding, community management and other key functions.

However, technology is only one aspect of B2B integration complexity. Each trading partner has its own capabilities, data requirements and preferences, which may change over time. Partner onboarding and offboarding are dynamic activities determined by business rationale, which often results in partners onboarded at different times following different standards, connectivity types and even different integration tools.

It is essential to understand the dynamic nature of B2B integration, what the organization's current B2B connections look like, as well as what technologies and solution design options are available. That should be paired with knowledge of the best practices for managing related processes and how these align with the organization's overall business strategy. OpenText Ecosystem Advisory Services (EAS) helps organizations answer these questions and build a roadmap for success.

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With OpenText EAS, a U.S. based, globally operating Consumer Goods company:

- Accelerated its SAP S/4HANA® migration by more than 12 months, saving more than $2M.

- Accelerated an B2B integration platform consolidation and migration project by six months, saving between $500K and $1M.

- Helped eliminate EDI chargebacks and order failures, reducing annual costs by about $100K.

- Sped up trading partner onboarding by 20 to 35 percent, which helped increase revenue assurance by two to five percent.

Align B2B capabilities with business strategy

For organizations looking to digitize business processes and drive broader transformation in operations, technology itself should not be the goal. Instead, organizations should start by mapping out what capabilities they need to support business goals and then define their technology roadmap accordingly.

OpenText's experience suggests organizations can improve their business process efficiency by up to 25 percent by aligning B2B operations with leading practices and process standards. The OpenText B2B Program Assessment service performs a detailed review of the client's program and readiness to execute against business and strategic objectives. This includes assessing current B2B tools, data management model and practices.

Gain detailed and accurate view of B2B requirements

Disparate, poorly documented B2B integrations are a common challenge among organizations—particularly in larger businesses with a long EDI history that have gone through mergers and acquisitions. This causes operational inefficiencies through redundancies in integration maps and fragmented visibility into business transactions. It is particularly problematic in connection with system migrations, when all integrations must be reconfigured.

According to OpenText's experience, streamlining B2B operations, improving visibility and removing redundancies in integration maps can reduce the time spent on B2B program management by about 10 to 15 percent.

To evaluate EDI optimization potential, the OpenText Data Discovery and Analysis service leverages automated tooling for reviewing large quantities of transactional data, such as EDI messages. This allows OpenText experts to establish an accurate, detailed picture of the organization's B2B integration requirements. A business analyst specialized in EDI standards and practices then interprets the data review output and reports key findings, opportunities and recommended actions.

Improve B2B data quality by up to 55%

Data quality can be a significant challenge. In B2B integration, the issues typically involve the quality of transactional data received from or sent to the connected trading partners. Missing or inaccurate details in inbound transactions cause extra work and can lead to costly errors, for example, in order fulfillment. Issues with outbound transactions cause problems for the trading partners and can result in chargebacks for non-compliance.

On average, OpenText finds that insights from the Data Discovery and Analysis service, coupled with actions to remediate identified issues and introduce data quality controls where needed, can improve transactional data quality by up to 55 percent. The business benefits vary based on the type of data and the nature of the business process, but in order fulfillment, for example, this can reduce order fallout by up to 20 percent.

In addition to the Data Discovery and Analysis service, OpenText offers a Data Advisory service to help clients implement required changes to the underlying processes and data models and, where necessary, introduce data quality controls with tools such as OpenText™ Active Intelligence.

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Accelerate system migrations by up to 12 months

Digital transformation is not usually attainable without deploying new business systems, and ERP modernization is perhaps the most common initiative that organizations undertake. When deploying a new ERP, integrations from the old system need to be reconfigured. Doing this successfully and minimizing the impact on ongoing business processes is one of the key areas of risk management in system migrations.

Based on OpenText's experience working with clients, automating requirements gathering for B2B integrations through the data discovery and analysis service can accelerate system migrations by up to 12 months by removing manual work around establishing integration and data model requirements. Time savings, as well as the resulting cost avoidance, are dependent on the scale of the migration and the approach taken. Typically the more complex the existing B2B integration landscape, the greater the benefit experienced.

With decades of experience in delivering complex B2B integration projects on a global scale to an extensive client base, OpenText is one of the leading B2B/EDI integration service providers in the world. Over the years, this expertise has been distilled into a broad portfolio of enabling tools and codified into best practices by the OpenText Professional Services team. OpenText Ecosystem Advisory Services (EAS) helps clients evaluate the fit between business goals and their current B2B program and capabilities and then define a roadmap for optimization. The EAS offering comprises three key components that can be leveraged together or as standalone engagements.
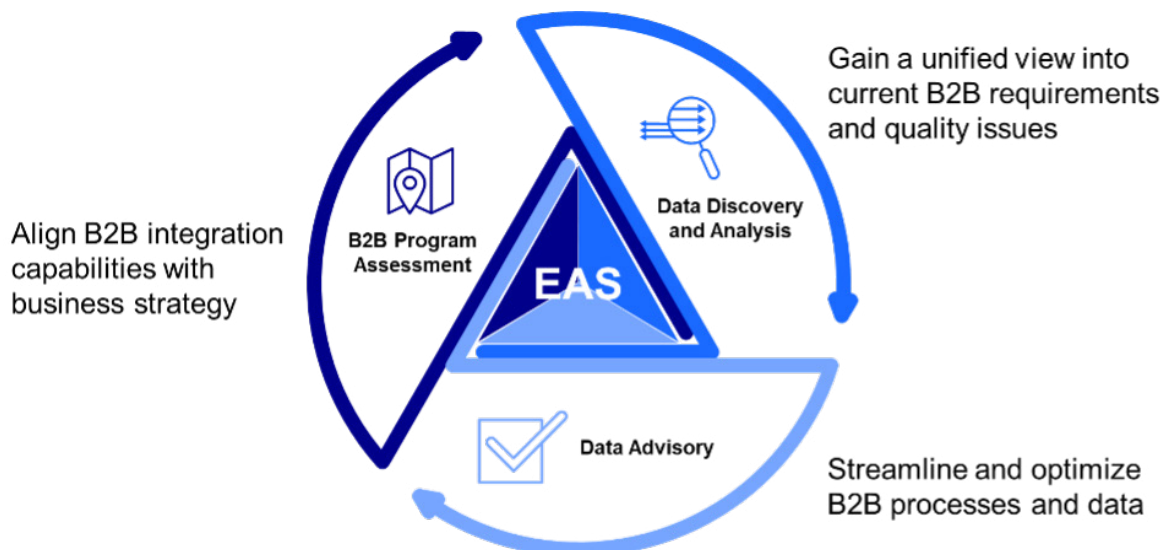
About OpenText

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