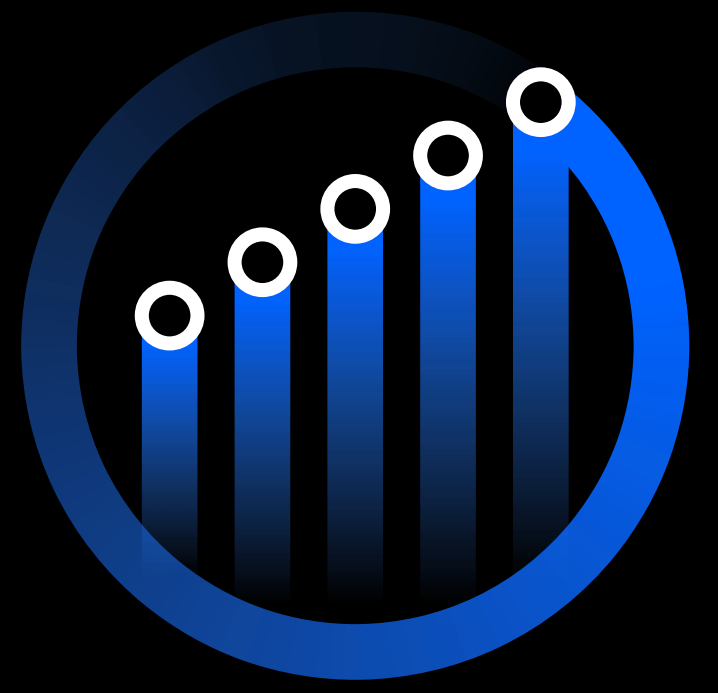


# Modernizing your B2B integration strategy



When evaluating your B2B integration architecture and strategy consider the following to begin your journey to faster ROI:

| B2B strategy consideration  | By the numbers   | Traditional route  | Modernization route   |
|---|--|--|---|
|  <p>Visibility</p> |  <p><b>57%</b><br/>of surveyed companies need to increase visibility within their organization<sup>1</sup></p> | <p>Limited visibility over processes shared outside the company</p>          |  <p>Actionable insights throughout supply chain business processes can mitigate risks and resolve disruptions in minutes</p> |
| <p>Total cost of ownership (TCO)</p>  | <p><b>308%</b><br/>return on investment (ROI) with modernized B2B integration—or more than USD 4 in benefits per USD 1 invested<sup>2</sup></p>  | <p>Continual need to deploy and maintain multiple new software platforms</p> | <p>Single integration platform can reduce total cost of ownership and consolidate inefficient legacy systems</p>  |
| <p>Flexibility to scale</p>   | <p><b>75%</b><br/>of surveyed companies are exchanging data with external ecosystems across two to five business processes<sup>1</sup></p>   | <p>Inability to quickly adapt to changing business needs</p>                 | <p>Scalable information exchanges can lower costs and complexity of maintaining B2B connections</p>   |
| <p>Speed to market</p>  | <p><b>59%</b><br/>of surveyed companies onboard new trading partners weekly<sup>1</sup></p>  | <p>Longer onboarding process results in lost revenue</p>                     | <p>Automated onboarding and self-service support can shorten time and resources required to add new trading partners</p>  |

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