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Business Value Highlights

More than

\$4

in business benefits per \$1 invested*

308%

average ROI*

7.8 months

to payback

75%

less staff time to support B2B operations

65%

less time for call center support

\$3 million

per organization in additional revenue

** over a three-year period*

Driving Strategic Value with IBM Supply Chain Business Network

EXECUTIVE SUMMARY

Digital transformation initiatives and the need for innovation are causing enterprises to rethink their IT landscapes including business-to-business (B2B) integration. Modern B2B integration is critical for enabling enterprises to achieve goals like increasing revenue, speeding up time to market, and improving efficiencies because these outcomes are dependent on having a successful business network. B2B practitioners have two goals — enable critical business initiatives and control costs — and cloud-based B2B services have been successful in helping enterprises achieve both goals.

IDC interviewed eight IBM clients to understand how their use of IBM Supply Chain Business Network, part of the IBM Watson Supply Chain portfolio, has impacted their operations and businesses. These organizations reported achieving strong value with IBM Supply Chain Business Network, and IDC projects that their investment will yield an average three-year return on investment (ROI) of 308%, or more than \$4 in benefits for \$1 invested, by:

- » Serving as a scalable and flexible B2B platform that supports business growth and peak periods of B2B activity, including partner onboarding
- » Enabling B2B staff time savings and efficiencies through increased B2B automation and repeatable processes and having IBM take on B2B-related activities
- » Reducing the frequency of B2B-related downtime and errors
- » Providing a cost-effective platform for B2B operations