

IBM Sterling Partner Engagement Manager (PEM)

Efficient, automated onboarding and management of partners, suppliers and customers



Highlights

- Centralize B2B Ecosystems
- Speed Onboarding
- Improve Visibility
- Enable Self-Service
- Reduce Errors & Risk

In today's connected economy, the ability to efficiently onboard and manage trading partners is critical. Yet many organizations still rely on manual processes, disconnected systems, and limited visibility across partner communities. These challenges slow time-to-revenue, increase risk, and strain IT resources.

IBM Sterling Partner Engagement Manager (PEM) is a software solution that enables faster onboarding and management of suppliers, customers, and trading partners. With PEM, businesses can simplify collaboration, increase agility, and maintain compliance while reducing operational costs.

PEM significantly reduces the time and resources required to onboard new partners while enhancing the ability to manage and maintain existing partners. PEM connects seamlessly to IBM Sterling B2B Integrator, IBM Sterling File Gateway, and third-party systems through RESTful APIs.





Centralize B2B Ecosystems

IBM Sterling Partner Engagement Manager (PEM) provides a centralized system to manage onboarding and ongoing interactions across your trading partner community. By integrating with existing systems of record and offering configurable workflows, PEM streamlines partner engagement, improves visibility, and ensures compliance. Business users can easily define approval steps, validate data, and automate routine activities - reducing complexity, while enhancing control and collaboration.



Speed Onboarding

Onboarding a new partner (supplier or customer) is one of the most time-consuming and challenging tasks in B2B integration. More than 70% of companies report that their IT staff struggle to support the volume of trading partners they need to onboard and manage – or cannot support technical onboarding requirements. PEM gives businesses powerful capabilities to onboard and provision large numbers of trading partners at once or in a one-off fashion, as needed. PEM reduces onboarding time significantly with workflow-driven processes, by reducing errors and delays for both sponsors and partners, and by helping to build a foundation for a positive relationship.



Improve Visibility

Visibility across the partner ecosystem, and monitoring of partner and supplier communities is important for successful B2B data exchange. PEM eliminates both isolated and paper-based management and provides central visibility into the partner community and processes, as well as provides the information necessary to more easily perform ongoing monitoring and analysis.



Enable Self-Service

A key function provided by PEM is self-service. Partners, who can be suppliers or customers, are empowered to provide their own information and updates directly into the B2B system – and can be automatically notified whenever their input is required. Business users can customize alerts and reminders to let partners know when they're about to miss a deadline and PEM monitoring capabilities ensure that partners fulfill all the necessary requirements for doing business with the sponsor organization. This frees up IT staff time to focus on other priorities.



Reduce Errors & Risk

By standardizing processes and activities, enabling self-service, and providing greater visibility, PEM also helps companies reduce errors and risks. Specifically, PEM addresses governance and risk issues through secure means of handling partner configuration values and implementing processes such as dual approval prior to provisioning to production environments.



IBM Sterling Partner Engagement Manager (PEM) is part of the IBM Sterling Data Exchange portfolio - trusted hybrid cloud software designed to simplify and accelerate partner onboarding across global B2B ecosystems. PEM works in tandem with IBM Sterling B2B Integrator and IBM Sterling File Gateway to reduce onboarding time, streamline interactions, and enhance visibility and governance across complex trading partner communities. In today's always-on economy, your partner relationships can't slow down and PEM ensures they don't.

IBM has been a pioneer in B2B integration and continues to lead with solutions like PEM that focus on automation, flexibility, and business agility. Interviews conducted by IDC¹ revealed that IBM Sterling Data Exchange clients, including those using, PEM experienced:

- 59% fewer unplanned outages
- 55% faster onboarding
- 48% faster document delivery
- 383% return on investment (ROI) over three years

According to another IDC report, IBM is the IT vendor with the largest B2B data exchange market share.² Internal client engagement data suggests that the industry-leading B2B data exchange market share IBM enjoys² is a result of having many satisfied customers, competitive pricing and a commitment to modernization.

To learn more, contact your IBM representative or IBM Business Partner, or visit <https://www.ibm.com/products/partner-engagement-manager>



1. The Business Value of IBM Sterling Data Exchange, IDC, September 2023. (Registration is required)
2. Worldwide Business-to-Business Middleware Market Shares, 2022: Cloud B2B Accelerates, IDC, July 2023. (Link resides outside ibm.com)

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