

C M A B2B I

Do you know what your customers are doing? Do you know what your competitors are doing? Do you know what your suppliers are doing? Do you know what your partners are doing? Do you know what your employees are doing? Do you know what your investors are doing? Do you know what your regulators are doing? Do you know what your community is doing? Do you know what your country is doing? Do you know what the world is doing?

Now, do you know what your customers are doing? Do you know what your competitors are doing? Do you know what your suppliers are doing? Do you know what your partners are doing? Do you know what your employees are doing? Do you know what your investors are doing? Do you know what your regulators are doing? Do you know what your community is doing? Do you know what your country is doing? Do you know what the world is doing?

Figure 1: Why B2B Integration Matters

Integration is a key driver of business performance. It enables organizations to improve their operational efficiency, reduce costs, and enhance customer service. In the B2B market, integration is particularly important as it allows companies to streamline their supply chain, improve their procurement processes, and better serve their customers.

Non-integrated B2B (71%)

Integrated B2B (29%)

Disruptive B2B (44%)

B2B

Operational efficiency

- ✓ 41% – Security improvements
- ✓ 41% – Workforce optimization
- ✓ 33% – Planned upgrades to internal systems such as ERP
- ✓ 30% – Cost reduction efforts
- 30% – Entry into new markets

External factors driving B2B integration:

- ✓ 27% – Pressure from customers to accelerate the pace of business
- ✓ 27% – Regulatory mandates
- ✓ 25% – Changes by vendors
- ✓ 24% – Pressure from trading partners, including suppliers

Business performance drivers:

Business performance drivers include operational efficiency, cost reduction, and customer service. These drivers are essential for B2B integration and overall business success.

Challenges to B2B Integration

Challenges to B2B integration include data silos, legacy systems, and lack of standardization.

Turning to Managed Services for Help

B... .. B2B

... .. A

N... .. 10 (89%)

... .. B2B

... .. 12

... .. (52%) B2B 12

... .. A

... ..

... .. 0.05 B2 (0.05)

About the Survey

150. B2B
 2021. A
 100+. E
 A-P

- 69%, N A
- 40%, E
- 24%, E E

12

- 28%, F
- 19%, M
- 12%, R
- 12%, H ()

R

B2B Integration: Varying Priority by Company Size

B2B
 12
 66%, 1,000+ B2B
 12
 77%, 100-999

B2B
 1,000+ (46%).
 100-999 (47%).

B2B
 100-999
 42% N 2

(44%), (42%).

What to Look For in a Managed Service Provider

B2B ?

- Security and compliance expertise tops the list, with 99% deeming it at least somewhat important. Nearly nine in 10 (86%) called it very important or critical.
- Regarding a related