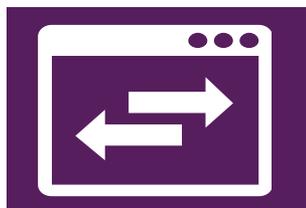


B2B INTEGRATION MODERNIZATION STUDY 7 KEY TAKEAWAYS



Ovum's survey of the global middleware market provides a comprehensive view of enterprise priorities and adoption trends for B2B integration modernization based on the opinions of industry consortiums, integration practitioners and process owners, and enterprise and solution architects. **Here's what we learned.**



ONE

EDI alone won't cut it. Legacy EDI solutions were not designed to meet today's digital business demands, which call for greater ecosystem engagement and an omnipresent consumer experience using mobile platforms and APIs to produce captivating apps ready to deliver in real time. Evolving your EDI infrastructure to include these capabilities is vitally important to being competitive.

TWO

It's all about the 5 "...ities." Although B2B integration modernization for digital business relies on infrastructure flexibility, scalability, security and visibility, what's also needed is greater velocity. That means doing away with numerous data integration silos. The ease and speed with which enterprises can support new consumer and partner expectations, and meet regulatory requirements, will determine competitive positioning.



THREE

You can't overrate intelligence. The data explosion enables enterprises to use information to improve decision-making with not just visibility, but also predictive analytics. This operational intelligence reduces risk to B2B processes and allows any issues with integration infrastructure to be detected and resolved proactively.

FOUR

Shared services are the new normal. Cloud-based B2B integration services entail a flexible infrastructure, high availability, disaster recovery and greater cost predictability. Cloud-based integration under a shared services model, however, leverages external human resources, processes and expertise for significant cost and performance advantages over internal approaches.



FIVE

Secure the cloud. Enterprises must develop a rational view of data security and privacy implications associated with cloud-based B2B integration services, and work with potential vendors and service providers to undertake a holistic risk assessment. It is likely that perceptions will change once this is done.



SIX

Get it together. Keeping an EDI or API approach in isolation is no longer feasible for today's B2B integration scenarios. Using APIs, companies can develop capabilities that would otherwise be difficult to implement with an "EDI-only" approach. Enterprises need a combination of EDI and API capabilities to enable secure and agile B2B integration and support digital business initiatives.



SEVEN

Bottom line: It's the bottom line. While B2B integration infrastructure modernization involves significant cost and effort, it is the only way to achieve desired outcomes. Failure to modernize can mean lost business, customer churn, and non-compliance with SLAs and regulatory mandates. IT teams have to make a solid business case for modernization based on factors and indicators directly related to the potential business value.



For more information, download the white paper, **"The Business Case for B2B Integration Modernization."**