

B2B Integration is Broken.

2020 exposed the costly gaps in global supply chain integrations. In response, adoption of ecosystem integration is accelerating to support today's customer-focused business strategies.

Business Strategies Rapidly Shift Toward Cloud

96% of companies say they are altering their business strategy in response to COVID, putting greater emphasis on integration solutions.

73%

Increase Cloud Migration

67%

Accelerate Digital Transformation

44%

Expand Products & Services

42%

Change Number of Employees

19%

Increase Outsourcing

The Outlook Ahead

As eCommerce explodes and digital business models change, B2B companies in manufacturing, logistics, and distribution find themselves with a new perspective, but more challenges ahead.

55%

Dealing with Legacy Systems

60%

Rely on Three or More Integration Solutions

40%

Having Multiple Solutions is a Problem

89%

End-to-End Integration Visibility is Important

50%

Insights Needed to Make Faster, Better Decisions

TRADING PARTNER ONBOARDING

73%

say trading partner onboarding takes one week to a month or more

The Revenue Impact of Poor Integration is Real

In 2020, 66% of companies lost up to \$500K, compared with 43% the prior year. And 10% estimated they lost more than \$1M.

66% lost up to \$500K



10% lost more than \$1M

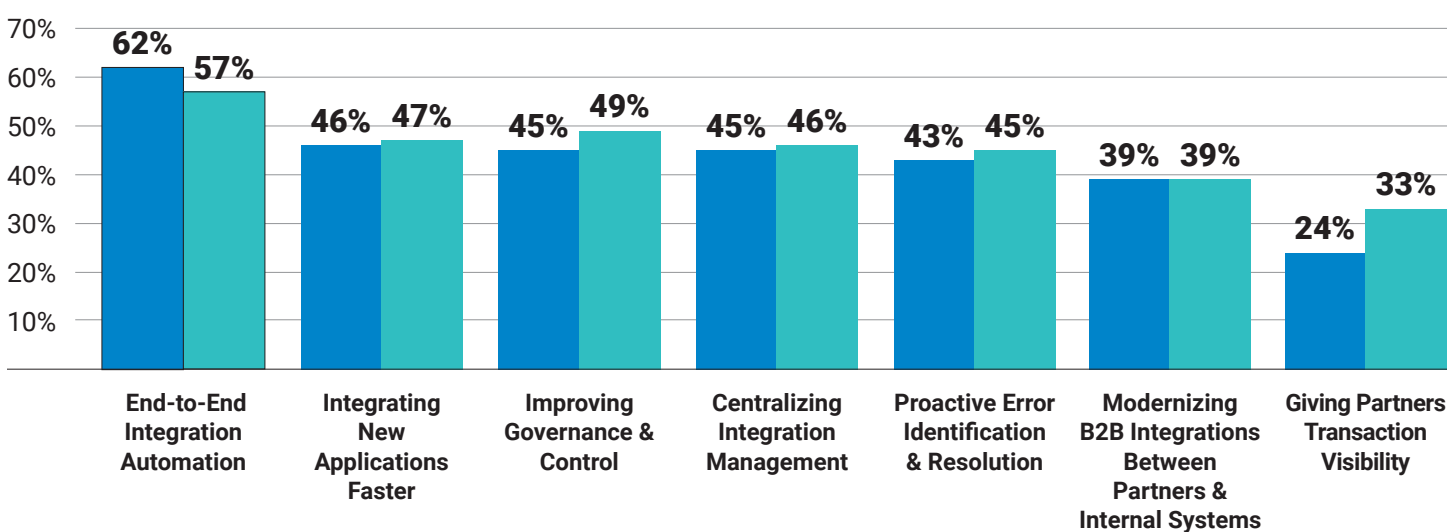


The Arrival of Ecosystem Integration

The promise of ecosystem integration is compelling and grew even more so year over year.

Key Technology Initiatives for Driving Value

■ 2020 ■ 2019



Benefits of Ecosystem Integration

Cost Savings

66%

Improved SLAs

57%

Faster Order Processing

56%

Happier Customers

53%

Fewer Lost Orders

41%

Processing More Orders

35%

Reducing Violations

29%
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