BUSINESS-BUSINESS (B2B) E-COMMERCE STRATEGIES AND SOLUTIONS

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The Big Bucks on the Internet these days are coming from B2B (business-to-business) deals--buying and selling commodities.

Uses the Net's instantaneous global reach to build digital marketplaces where buyers and sellers who may never have met in the off-line world

It is frictionless, because no faxes, phone calls or paper trails snake back and forth to clog the communications channel between buyer and seller.

New market models connect supply-chain participants more directly.
THE B2B BOOM

Definition: Businesses who don't sell to "end-users", but rather dealers or authorized organizations that purchase products direct from distributors or manufacturers.

It’s about enabling large corporations to work closely together by linking their different business processes--their enterprise applications and their systems--so they can deliver product by the quickest means.

B2B is far more than taking orders online. It fundamentally changes how companies view products, production and pricing.

Business-to-Business e-commerce will make up more than 9% of all sales by 2003.
THE B2B BOOM

B2B is a key focal point of e-commerce. E-commerce, or electronic commerce, is the buying and selling of goods and services over the internet.

The Internet can connect all businesses to each other, regardless of their location or position in the supply chain. This ability presents a huge threat to traditional intermediaries like wholesalers and brokers.

Internet connections facilitate businesses’ ability to bargain directly with a range of suppliers — thereby eliminating the need for such intermediaries.
THE TEN DRIVING PRINCIPLES FOR THE B2B ECONOMY

Matter
Space
Time
People
Growth
Value
Efficiency
Markets
Transactions
Impulse
A business model is the method of doing business by which it sustains itself—that is, be profitable. It spells out how it makes money.

Some of the generic business models are:

- Brokerage
- Advertising
- Infomediary
- Merchant
- Manufacturer
- Affiliate
- Community
- Subscription
- Utility
BUSINESS BOTS’ JAM

- It enables continuous double-sided trading over the Internet which provides superior efficiency and user experience compared to auctions.
- It combines universal trading functionality with business processes and bid matching plug-ins that can be used for rapid customization. And it slips right into your web site.
- It uses a multi-tier distributed application architecture to enable unconstrained scalability, performance, fault tolerance and trading supervision within a crisp and transparent user interface.
- The JAM server scales to support many clients by carefully managing threads and connections.
- As system demands increase, highly active components can be replicated and distributed across multiple systems. Multi-tier systems can be built with essentially no scalability limits.
DIGITAL ISLAND’S TRACEWARE

It reduces the barriers to Business-to-Business by providing a suite of integrated hosting, content delivery, network, and application services, all designed to improve performance and provide an excellent customer experience.

TraceWare offers highly accurate and real-time mapping of geographic intelligence, that directly impact industries that need to market, sell, fulfill and support their customers online.

Through its ability to recognize the country-of-origin of internet consumers, companies use TraceWare-enabled e-Business applications to serve appropriate content and enhance their customers’ online experience.

It provides the ability to immediately recognize the location of customer on a worldwide basis. This geographic information is gained without an feedback or prior contact from the customer.
OPEN MARKET’S IPS

It is the most advanced e-Publishing platform available today. With IPS, you can rapidly develop, deploy, manage, and deliver efficient, robust applications to conduct sophisticated levels of Business-to-Business.

IPS applications streamline production and management through integrated production and delivery services including design and development, content management, publication management, content acquisition, security, and process control/workflow.

IPS provides enterprise-wide, business-critical reliability and scalability.

Reduce the costs of creating, managing, and delivering content
WEBMETHOD’S B2B SOLUTION

It can launch business-to-business electronic commerce initiatives by securely integrating their existing IT systems with trading partners’ catalogs, order, shipping, and logistics systems across the public Internet all without modifying firewalls or requiring software integration on the partner side.

It uses XML to automate the exchange of data between application and legacy data sources without costly application redevelopment.

It integrates on both client and server sides with applications and business logic developed in a variety of languages and technologies.

Server-side business logic modules can access databases, ERP applications, EDI systems and more.
**SCRIPTICS’ CONNECT**

It is a Web-based software server and development environment that processes XML and EDI documents and integrates them into your existing infrastructure while automating your business interactions with trading communities, partners, customers, and suppliers.

It makes it easy for applications in one organization to communicate directly with applications in another organization to automate processes such as supply-chain management, syndication, and financial transactions.

Develop and evolve B2B applications 5-10x faster than competing approaches.

It consists of a standard Web server (Apache or IIS) extended with a Tcl scripting engine that includes facilities for generating and parsing XML and EDI documents.
GLOBAL PASSPORT

Global Passport is an easy-to-use, integrated global trade solution that helps you manage the complexities of international trade policies and practice.

Allows business partners to collaborate, track and measure the flow of goods around the world using the B2B eXchange Portal. The portal lets global businesses manage the progress of goods, information and money as they move through the Global Trade Value Chain from Exporter to Importer and back again.

Shares information easily throughout the supply chain

Moves real-time updates of country-to-country trade regulations to client through the Internet using Global eContent.
**BRIDGES’ B2B ENGINE**

It is an innovative provider of open solutions for Business-to-Business Application Integration.

The architecture based on the latest technologies such as Java, EJB and XML elevates integration to a true B2B level by coordinating and controlling business functions that can span numerous enterprises around the globe.

Its unique infrastructure delivers a combination of integration broker, application server and enterprise portal capabilities.

Reduces of production costs and inventory
DICARTA’S CONTRACT SOLUTION

It enables businesses to effortlessly manage their sales contracts, maximize contract renewals and protect against the risks of non-compliant accounting practices.

It employs today’s leading technology and best-of-class tools to ensure that the solution is robust yet cost-effective, exceeding industry standards for security, performance, and reliability.

It accelerates the process of contract negotiation, execution and renewal.

By reducing the time required to file, retrieve, and review contracts to ensure proper enforcement, diCarta provides your company with a rapid easily integrated and inexpensive solution.
ARIBA’S B2B SOLUTION

It integrates the internal and external commerce processes of buyers, suppliers, Net market makers, and value-added service providers, delivering a global e-Commerce infrastructure that provides cost saving, revenue opportunities, and increased competitive advantage for businesses of all sizes.

It enables business buyers to get the goods and services they need to do their job and provides content access, routing and approvals, and ERP integration.

It delivers supplier directory services, seamless access to supplier content, transaction routing between buyers and suppliers, and value-added services, including electronic payment, logistics integration, and dynamic pricing.

Using an n-tier design, the system streamlines numerous business processes including purchase requisitions and purchase orders, expense reports, service requests.
CONCLUSION

Business-to -Business is a more radical business "connect" than any before, mainly because of the frenetic pace and seemingly unlimited potential of Web technology, and the newly disintermediated relationship between buyers and sellers.

Business-to -Business e-commerce will make up more than 9% of all sales by 2003—up from 0.2% in 1997. By that same year, 2003, the percentage of business trade moving to the Internet will vary greatly by industry from a high of 20.3% for computing to 1.2% for industrial equipment.

This boom is here to stay!