



# How B2B Integration Drives Superior Supply Chain Performance

## Business Initiatives

Exploiting new markets and customer segments across multiple sales channels to increase revenues is the number one priority of manufacturers worldwide.



**70%** of companies understand there is no space for informal, unstructured information exchange processes, or at the opposite extreme, processes that are too hierarchical.

## The Barriers

Companies understand that to serve customers efficiently, exchanging information electronically across the supply chain is key.



**50%** of companies can be defined as "high adopters" of electronic information exchange processes, which is a much lower penetration than is typically expected.



**40%** of companies regard competing IT projects such as ERP to be the key barrier to adopting B2B integration processes.

## The Technology

To manage more complex information processes, manufacturers will need to adopt technologies that collaboratively supports rather than inhibits the flow of information across the supply chain.



**40%** of companies in the next three years will implement technologies to support collaborative, shared and synchronous execution of projects.

## Key Findings

### Supply Chain Statistics

**51%**

High Tech companies can process an invoice in under one hour

**97%**

CPG companies have an average time to market of less than 120 days

**87%**

Automotive companies take up to four days to respond to an unexpected event which impacts customer orders

**99%**

High Tech companies perform up to two inventory turns per month

**84%**

CPG companies have an average customer order delivery time of less than 7 days

**82%**

Automotive companies deliver greater than 95% perfect orders

### Country Level Statistics



**62%**

US companies trade electronically with more than 50% of their TPs



**71%**

German companies trade electronically with less than 50% of their TPs



**57%**

South Korean companies said that supply chain complexity was a key barrier to B2B adoption



**27%**

Chinese companies trade electronically with more than 50% of their TPs



**80%**

Japanese companies said that inventory reduction was a key benefit of B2B integration

### B2B Adoption Level Statistics

**67%**

Automotive companies exchange information collaboratively and in real time



**79%**

High Tech companies exchange B2B transactions electronically



**42%**

CPG companies trade electronically with less than 25% of their trading partners



**58%**

High tech companies said that B2B adoption had reduced their procurement costs

**49%**

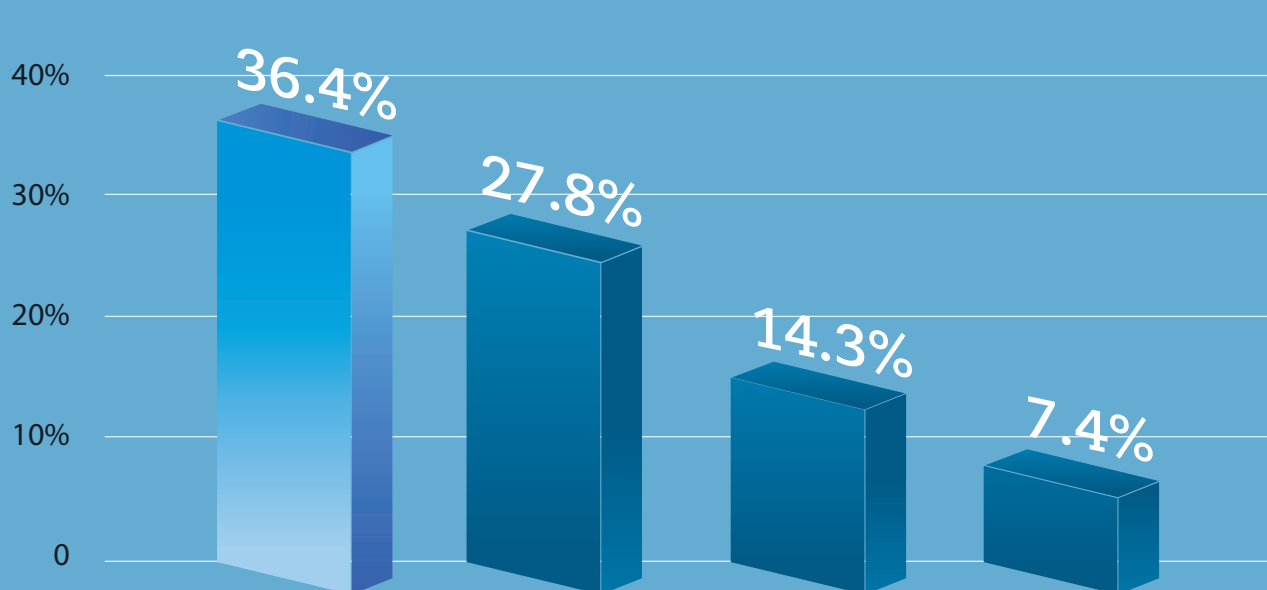


CPG companies said that their customers are driving new B2B projects

## What Leaders Do Differently Compared To Laggards

The role of B2B in achieving superior supply chain performance

IDC research demonstrate that leaders in Supply Chain Management use more of a collaborative, shared and synchronous execution of processes (cloud based collaborative tools and social technologies).



In summary, advanced B2B integration technologies constitute a key tool for Supply Chain leaders to improve supply chain performance.

[Download the Executive Report](#)