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## Highlights

- Enables connections to practically all of your business partners, regardless of size, geography or chosen technologies
  - Helps streamline business processes inside and across your enterprise boundaries
  - Helps protect B2B communications between diverse systems and applications across your partner communities
  - Boosts visibility into and across supply and demand chains
  - Enables multienterprise collaboration with comprehensive B2B functionality
  - Helps drive performance improvements across key parts of the enterprise
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# IBM Sterling B2B Integrator

*B2B integration software to help synchronize your extended business partner communities*

Today's empowered customers expect more from the companies they do business with. This is leading to an increasingly competitive global marketplace and driving businesses to adapt their corporate strategies and tactics at an ever-faster pace. The systems and processes that drive the commerce lifecycle must better integrate with partners to anticipate and rapidly adjust to changing customer demands.

IBM Sterling B2B Integrator software helps companies execute a smarter commerce strategy by synchronizing virtually every part of the value chain. It addresses complex integration challenges, enabling you to connect your systems to those of your business partners. The approach enables you to automate business processes, providing visibility into actionable information that's needed to better collaborate with partners and rapidly respond to customer expectations and demands.

## Connecting to your business community for seamless global orchestration

Today, almost every business operates in a complex business environment within an extended value chain composed of customers, suppliers, partners, distributors and even competitors. Your business partners may be large or small, strategic or commoditized, already equipped for highly secure Internet-based trade or still collaborating through faxes and email.



The success of your global integrated business-partner community depends largely on how many of your partners, regardless of size, are electronically connected to the community. As a matter of business-to-business (B2B) best practices, it's important to make doing business with your company as easy as possible for all of your business partners and customers. Sterling B2B Integrator is designed to enable you to seamlessly orchestrate global value chains and partner communities despite differences in partner size, importance and type. In an era of the empowered customer, when the ability to embrace change is increasingly important, Sterling B2B Integrator can enable the agility you need to keep pace with the shifting requirements of your partner community.

### Complying with mandates

As if connecting to a diverse global business community weren't challenging enough, you must accomplish this task while addressing the demands of an increasingly stringent regulatory environment, satisfying complex customer mandates and maintaining compliance with new industry standards and best practices. The bottom-line consequences of failure are sobering: fines, damage to your company's reputation, penalties for service-level lapses—even lost business. Moreover, you need to find a way to ensure compliance quickly, with minimal disruption of current systems and processes.

Sterling B2B Integrator can help you meet customer, industry and government mandates on time. As a comprehensive B2B integration solution, it supports the multiple document definitions and standards used by different industries. It also enables you to address governmental regulations that require electronic transactions in electronic data interchange (EDI) and XML standards.

### Streamlining business processes inside and outside your enterprise

In the interconnected global economy, almost no business is an island. Because effective collaboration across enterprise boundaries is now key to success, you can gain a competitive advantage if your business processes are automated, streamlined, integrated and coordinated with those of your business partners.

Sterling B2B Integrator enables you to more easily extend automated processes across enterprise boundaries virtually regardless of your business partners' differing connectivity technologies, policies, procedures, preferences and priorities. Most organizations have the need to onboard and continually manage changes for multiple trading partners. Sterling B2B Integrator helps onboard trading partners more quickly and manage trading partners more efficiently while using fewer of your existing resources, to continually drive business growth.

### Safeguarding communications to protect your and your partners' business

Real B2B integration needs to make usable information available to your business partners while also applying the best security practices and standards at virtually every step along the way. Sterling B2B Integrator provides stringent safeguards for crucial business information while bridging diverse communications systems and connecting disparate applications. It helps extend your reach across organizational boundaries in a security-rich manner, which is critical given the increasing sensitivity of customer information, growing privacy concerns and heightened accountability requirements.

### Boosting the visibility of actionable information for more-informed responses

A truly integrated approach to B2B integration must address your needs for usable information. Specifically, it should automatically deliver information—and put it into context with analytics tools—to the right people in your business, allowing you to get optimal returns from acting on that information. Sterling B2B Integrator provides the integrated, timely visibility into processes that you and your trusted business partners require. It helps you streamline mountains of real-time information quickly enough to guide informed decisions.

Sterling B2B Integrator capabilities have been extended to mobile digital devices. IBM Sterling B2B Integrator Mobile software provides monitoring and management of Sterling B2B Integrator processes and status from a mobile digital device, including system status, database growth and average

business process wait time. This mobile application helps improve operational responsiveness by providing users with the ability to access and respond to Sterling B2B Integrator process information and status from virtually anywhere.

### Providing comprehensive B2B functionality for multienterprise collaboration

Sterling B2B Integrator encompasses six key areas of B2B functionality, which we explore in greater detail below, in one of the only integrated platforms for multienterprise collaboration available today:

- Communications and security
- Integration and transformation
- Business process management
- Community management
- Visibility
- Application extension and customization

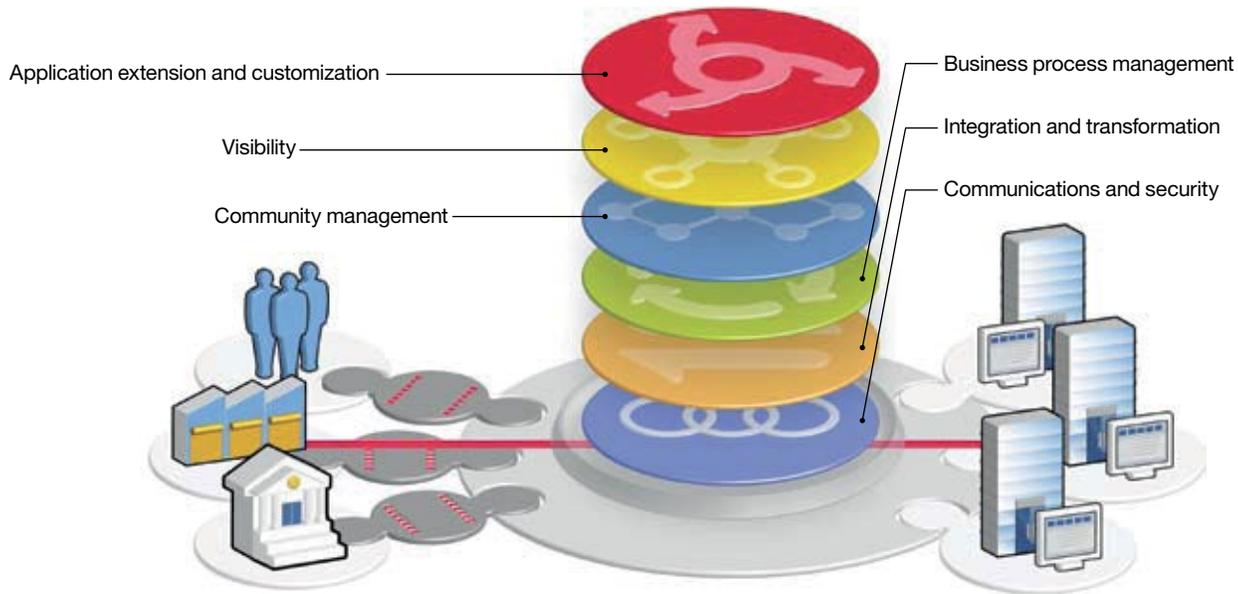


Figure 1: Sterling B2B Integrator addresses key multienterprise collaboration needs.

*Communications and security.* Sterling B2B Integrator offers comprehensive data security capabilities with encryption, user administration and security-rich perimeter network traversal, including an external Lightweight Directory Access Protocol (LDAP) authentication option. It supports security-rich Internet communications protocols, such as SecureFTP, HTTPS, Secure Shell (SSH), Applicability Statement 2 and 3 (AS2, AS3), and Connect:Direct. It also features a comprehensive trust-management system as well as role-based user access.

Advanced mailboxing offers document repositories accessible only to specific users and applications. Perimeter security helps mitigate Internet threats, while policy-based file transfer aids traceability and manageability. Overall, Sterling B2B Integrator security features and communications capabilities can help you more quickly and easily address compliance requirements, reduce the risks of fines and penalties, and help ensure the safety and reliability of your data assets—both inside and outside your organization.

*Integration and transformation.* Sterling B2B Integrator encompasses a data engine, a rules-based intelligent routing engine and graphical mapping tools that support almost all mainstream EDI and XML standards. A true B2B integration hub, Sterling B2B Integrator also offers prebuilt adapters that can enable you to readily integrate with virtually any partner application, including major enterprise resource planning (ERP) and messaging systems. With such a comprehensive integration and transformation engine, you can better leverage the value of your existing IT infrastructure and applications.

*Business process management.* Sterling B2B Integrator couples an intuitive graphical business process modeler and a robust run-time process execution engine to achieve business process management functionality that helps facilitate faster and more reliable design, deployment, updating and execution of collaborative business processes. It provides out-of-the-box process templates that can speed up your process development cycles and let you build on our industry experience and includes a nimble and flexible business process management capability that can enhance your customer retention and loyalty, open new sales opportunities, and create new supplier options.

*Community management.* Sterling B2B Integrator simplifies trading partner maintenance by leveraging existing data and providing out-of-the-box onboarding templates, standardizing the onboarding process and requiring less staff commitment per partner. It offers a single view across multiple communities to reduce trading partner administration with the help of a centralized application.

Sterling B2B Integrator provides community tools to inform you and your partners of what's happening within your trading community. Sterling B2B Integrator community management capabilities extend collaborative power to a broad range of partners within your trading community.

*Visibility.* Sterling B2B Integrator provides a dashboard that allows you to customize information access and presentation for specific users and roles in one centralized user interface. It monitors processes via the dashboard to help foster compliance with service-level agreements and alerts you to transactions and events that fall out of bounds. It also provides event management and reporting, auditing and web-based tracking tools that can enable you to extend real-time activity and status information to your system administrators and your partners.

Sterling B2B Integrator enables you to become more agile in the marketplace by seeing further and faster into your collaborative business processes with a view that's tailored to the needs and roles of key decision makers.

*Application extension and customization.* Sterling B2B Integrator brings the power of service-oriented architecture (SOA) extensibility and customization to the development of horizontal and industry-specific business applications. It adds human interaction, flexibility and intervention to process automation via a web extension feature and enables you to build strong bonds with business partners by helping you reach outside your four walls. It also enables IT organizations to expose the value of existing applications through multiple channels and formats by deploying new functionality on top of them with the help of robust interoperability of web services.

### Providing potential performance-increasing benefits enterprisewide

Sterling B2B Integrator can potentially help drive an array of performance improvements.

*Speed new sales channel development.* With the help of Sterling B2B Integrator, you can better reach new market segments and more easily and quickly pursue growth opportunities by connecting to new customers and partners via the communications standards they prefer. Sterling B2B Integrator automates and is designed to seamlessly integrate your business processes with those of your suppliers and customers.

*Boost your existing channel productivity.* Now you can better build and manage your trading community efficiently and effectively. Sterling B2B Integrator helps you build strongly integrated partner communities designed to boost channel productivity. Unimpeded visibility enables you to identify and fix exceptions and bottlenecks before they escalate.

*Broaden and deepen your value chain visibility.* Sterling B2B Integrator provides a variety of monitoring mechanisms, tracking tools and presentation methods so you can better observe what's going on within your organization's operations as well as monitor your interactions with your extended value chain. Convenient, web-based access delivers industry-leading business visibility virtually anywhere, anytime.

*Bring new products to the marketplace faster.* Sterling B2B Integrator connects your internal business processes with those of your customers and partners. If you are a manufacturer with both retail sales and distribution channels, Sterling B2B Integrator can enable you to more easily comply with your major customers' data synchronization mandates and publish attribute data more quickly and more accurately. It can also help you drive customer loyalty and dramatically shorten time to market.

*Elevate customer service levels.* Sterling B2B Integrator gives you more than one way to introduce visibility to your customer base. Customers can better track their order status and payment activity and submit changes. Not only can they find answers to their questions, but they can also access those answers in real time, through their preferred channels. Positioning yourself as an "easy to do business with" vendor can help you better satisfy customers.

*Cut your value chain costs.* Sterling B2B Integrator helps reduce the need to replace your existing IT investment. By taking advantage of its application extension and customization capabilities, you can better leverage what you have today and build new functionality on top of your existing packaged applications, messaging systems and technology platforms. Faster partner onboarding can dramatically reduce the cost of community management. With Sterling B2B Integrator, you'll likely enjoy lower total cost of ownership and more rapid return on investment (ROI) with your existing IT assets—while pushing your supply chain management technology to the next generation.

## About IBM Sterling B2B Integration solutions

Sterling B2B Integration solutions combine the leading capabilities of IBM integration software products, integration as a service, and professional and managed services to create on-premises and cloud-based B2B integration capabilities. Because IBM Sterling B2B Cloud Services solutions are based on the same software, which is sold to deliver our on-premises solutions, the ability to combine and change the way the solution is designed, licensed and managed as circumstances dictate or preferences change provides you with flexible deployment options. Sterling B2B Integration solutions enable the security-rich and smooth execution of multienterprise business processes by:

- Reducing the time and complexity of protecting and flexibly integrating nearly all of your trading community
- Smoothly automating and extending internal IT and business processes to external partners
- Providing visibility into information that can be better acted on across your key IT and business processes.

### For more information

To learn more about IBM Sterling B2B Integration solutions, contact your IBM sales representative or IBM Business Partner, or visit:

[ibm.com/software/commerce/b2b/b2b-integration](http://ibm.com/software/commerce/b2b/b2b-integration)



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