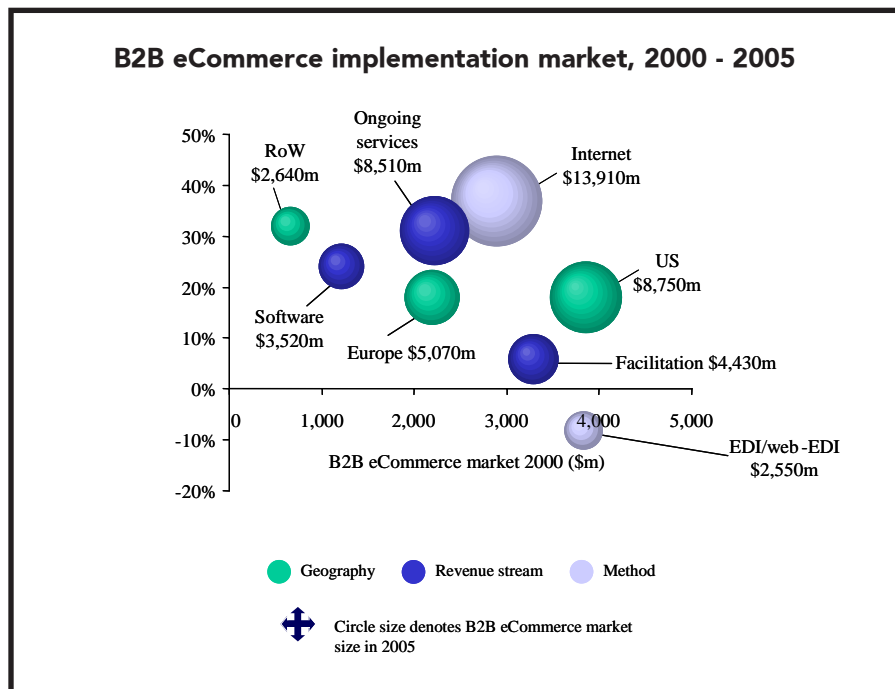


# B2B eCommerce

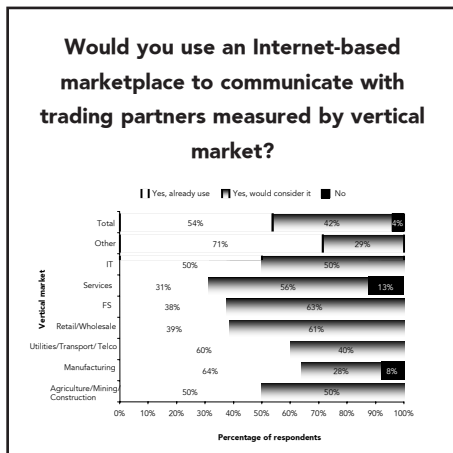
## From EDI to eMarketplaces

Read this report today and ensure you turn your B2B investment into profit...



*"The global investment in B2B eCommerce software and services across EDI and Internet spheres will reach \$16.5bn by 2005..."*

## B2B eCommerce: From EDI to eMarketplaces



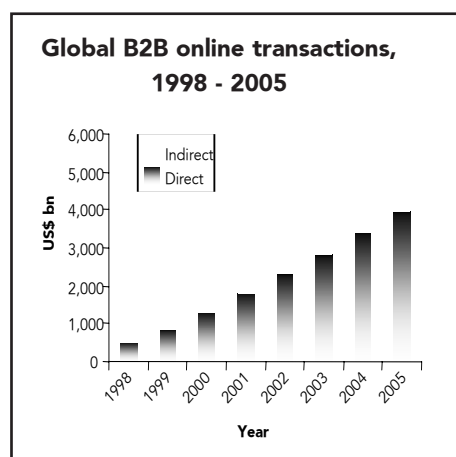
"Industries with more complex supply chains had a higher usage rate of Internet-based marketplaces. The services sector as well as financial services had usage rates in the 30% to 40% range..."

Business-to-Business (B2B) electronic commerce is now universally recognized as the eCommerce segment with the largest potential. The growth of the Internet and commercial web-based applications is offering ever-increasing operational cost savings to large enterprises, extending trading communities and lowering the financial barriers to eCommerce participation.

Companies have a clear trend towards incorporating one or more of the following eBusiness initiatives: eProcurement, CRM, online sales and supply chain management. But how can you be sure your company's B2B strategies are on the right course for success?

**B2B eCommerce: From EDI to eMarketplaces** profiles the evolution of B2B eCommerce and analyzes how the latest trends will affect its long term future. It also examines key aspects of B2B eCommerce, including the developments in supply chain management, trends in online procurement and eMarketplaces technology.

## Unrivaled research



"The uptake of eCommerce varies significantly by geography. As with Business-to-Consumer eCommerce, the uptake of B2B eCommerce is faster in more developed countries where business processes tend to be more efficient and there is heavy investment in IT infrastructure..."

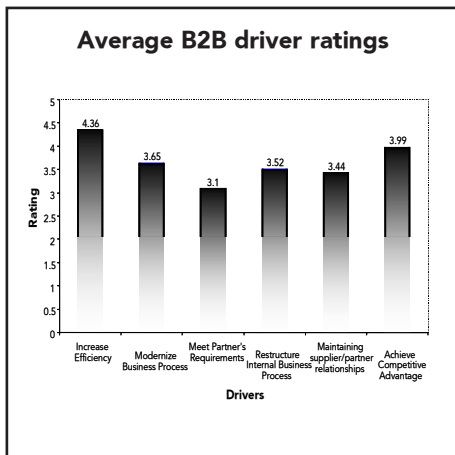
### Expert interviews

- In-depth interviews were conducted with 200 senior executives in the organizations pioneering B2B eCommerce.
- Interviews were conducted by our own in-house analysts, all experts in the area of B2B eCommerce.

### Expert advice

- Our analysts commented on the strategies chosen and assessed the value of a company's strategy within the wider context of B2B eCommerce developments across industries to find the best practice.
- The cross-industry overview gives companies the perspective needed to develop an eCommerce strategy that will give companies a competitive advantage for 2001.

## How you can benefit from this report today

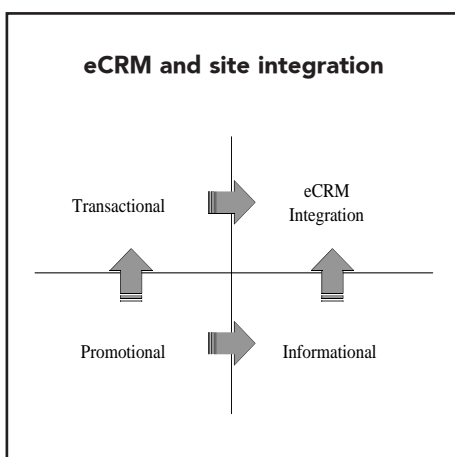


"The drivers that are most important to businesses are of an internal nature. It shows business's understanding of the gains that can be made through B2B solutions on a process level, but not as an all-encompassing means of conducting business..."

**B2B eCommerce: From EDI to marketplaces** will allow you to:

- **Save time and money** by increasing your company's supply chain efficiency and reducing your costs
- **Increase your customer retention rates** by servicing and anticipating their needs and expectations in the B2B arena
- **Gain competitive advantage** through an understanding of the massive cost reductions associated with B2B technologies
- **Plan more successful B2B eCommerce strategies** with understanding of the latest B2B trends and technologies and the report's detailed SWOT analysis
- **Increase your supply chain efficiency** by maintaining successful supplier relationships and modernizing your business processes

## We have the answers for you



"Customer empowerment and operational efficiency are set to develop through eCRM integration into sites. This will offer further customer interaction and integration into the company's planning processes. The benefits of this strategy are significant..."

- What are the most successful strategies for considering and implementing a B2B eCommerce solution?
- Which factors will contribute most significantly to overall ROI of a B2B eCommerce solution?
- Will eLogistics be the key to supply chain efficiency?
- What will be predicted global B2B online revenue/cost by industry and continent to 2005?
- What do businesses use internet-based dedicated eCommerce solutions and EDI based dedicated eCommerce solutions for?

# B2B eCommerce: From EDI to eMarketplaces

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## EXECUTIVE SUMMARY

- B2B eCommerce marketplace
- Industry survey
- eLogistics - the key to supply chain efficiency?

## CHAPTER 1 INTRODUCTION

- Business-to-Business eCommerce
- How much money is invested in B2B eCommerce technology?
- The B2B eCommerce market is driven by business process, not technology
  - Distribution channel management
  - Online procurement
  - Supply chain management
- The competitive landscape for technology
  - Marketplace technology

## CHAPTER 2 B2B ECOMMERCE MARKETPLACE

- Summary
- Introduction
- B2B transactions

## CHAPTER 3 INDUSTRY SURVEY

- Introduction
  - Internal process efficiency drives B2B solutions
  - Businesses are moving towards Internet-based marketplaces
  - Large businesses want to outsource their solutions
  - Decisions are moving away from IT departments
  - Conclusions, opinions and the future
- The B2B eCommerce business case
  - From the list of eBusiness initiatives (eProcurement, CRM, online sales, supply chain management)
  - What are the drivers to considering/implementing a B2B eCommerce solution?
  - Which factors do you feel (will) contribute most

significantly to overall ROI of a B2B eCommerce solution?

- What are your company's requirements from a B2B eCommerce solution?
- Would you consider using an Internet-based marketplace to communicate with your organization's trading partners?

## CHAPTER 4 ELOGISTICS - THE KEY TO SUPPLY CHAIN EFFICIENCY?

- Summary
- Introduction
  - eCommerce is expanding the role of logistics
  - Are business customers ready for eCommerce?
  - Can procurement operations benefit from eCommerce developments?
  - eCommerce offers opportunities for procurement
  - MRO procurement is also moving to the web
- What efficiencies need to be developed to benefit from B2B eCommerce developments?
  - What does eCommerce offer to B2B relationships?
  - Customers should receive complete systems services
- Integrating eCommerce in the supply chain
  - What true benefits lie in combining B2B and B2C applications?
  - eCommerce facilitates integration of the entire supply chain
- What about eBusiness?
  - eCommerce cannot be adopted without eBusiness
  - Internal links are the basis of customer connectivity
- How far should customers be empowered?
  - Supply chain visibility offers benefits to customers
  - eCRM offers a tool for customer integration

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