

Enabling international trade for small and medium businesses

Overview

Business challenge

B2X envisioned a seamless, secure, end-to-end platform that would simplify and bring online the heavily regulated and complex processes of international trade.

Solution

B2X teamed with IBM and Tridion to design, develop and deploy a B2X portal that would offer customers a simplified yet comprehensive online experience to manage international trade.

Benefits

- Automates transactions that used to take weeks into a few keystrokes
- Provides the SMB community with an easy path for entering new markets for goods and services

Business challenge

Founded in 2006, the mission of B2X Corporation is to make it easier for companies, especially small and medium businesses (SMBs), around the world to exchange goods and services. International transactions and the associated logistics of importing and exporting have long been executed using paper-based processes and the telephone. B2X envisioned a seamless, secure, end-to-end platform that would simplify and bring online the heavily regulated and complex processes of international trade. As B2X developed its business, it looked for IT providers that could help it design an easy-to-use, but robust, Web portal solution to make its vision a success.

Solution

B2X teamed with IBM Software Services for Lotus (ISSL), IBM Global Business Services and independent software vendor (ISV) Tridion to design, develop and deploy a B2X portal that would offer customers a simplified yet comprehensive online experience to manage international

trade. The resulting business-to-business (B2B) Web portal is currently being used by Chinese manufacturers and United States-based buyers that want their products to conduct online, international purchasing transactions. B2X automates previously manual and time-consuming processes, and makes it possible for even small buyers and manufacturers to leverage the type of resources (contracts, insurance, product information taxonomy, etc.) previously reserved for large corporations.

“Our motto is simple: ‘Anything from anywhere to everywhere,’ and IBM is helping to make that vision a reality. We help open up new markets and level the international playing field for SMBs who want to buy and sell their goods around the world.”
– Bernard Lin, B2X



IBM WebSphere Commerce Enterprise V6 and IBM WebSphere Portal Enable V6 software provide the framework for the portal, which integrates WebSphere technology with Tridion's content management system and B2X's other back-end systems. The ISSL and Global Business Services groups continue to team with the client to provide requirements clarification, solution design and architecture, and they are assisting the client with the final build of the portal.

Benefits

Both SMBs and large customers can benefit from this first-in-the-industry, end-to-end buying experience via B2X. Now a few key strokes complete transactions that used to take weeks, and involved manual processes, multiple faxes, and paperwork.

B2X expects the IBM software-based solution to drastically streamline and shorten the process of international buying and selling of goods. It also expects the solution to provide the small and medium business community with an easy path to procuring both custom and off-the-shelf goods from Chinese manufacturing companies.

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