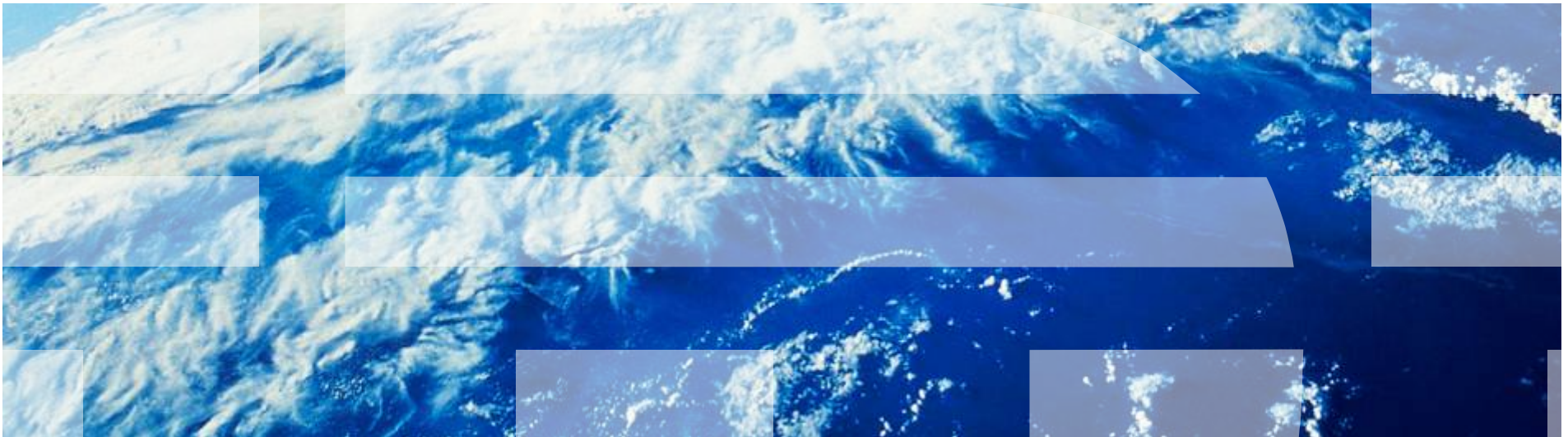




# B2B Cloud Services

## Any Data, Any File, Anywhere





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# Agenda

- **B2B and the Cloud – The Any-to-Any Layer**
- **The Any-to-Any Layer – It's Use and Impact**
- **The Any-to-Any Layer – It's Purpose in the Cloud**
- **A Vision for the Any-to-Any layer Within B2B Cloud Services**



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## Disclaimer

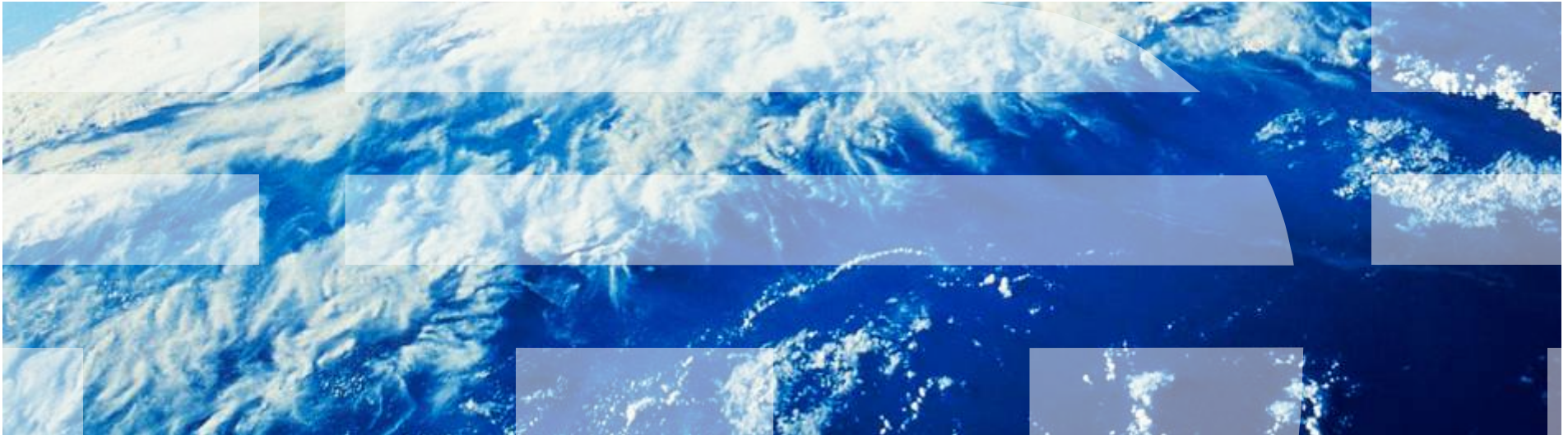
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# B2B and the Cloud



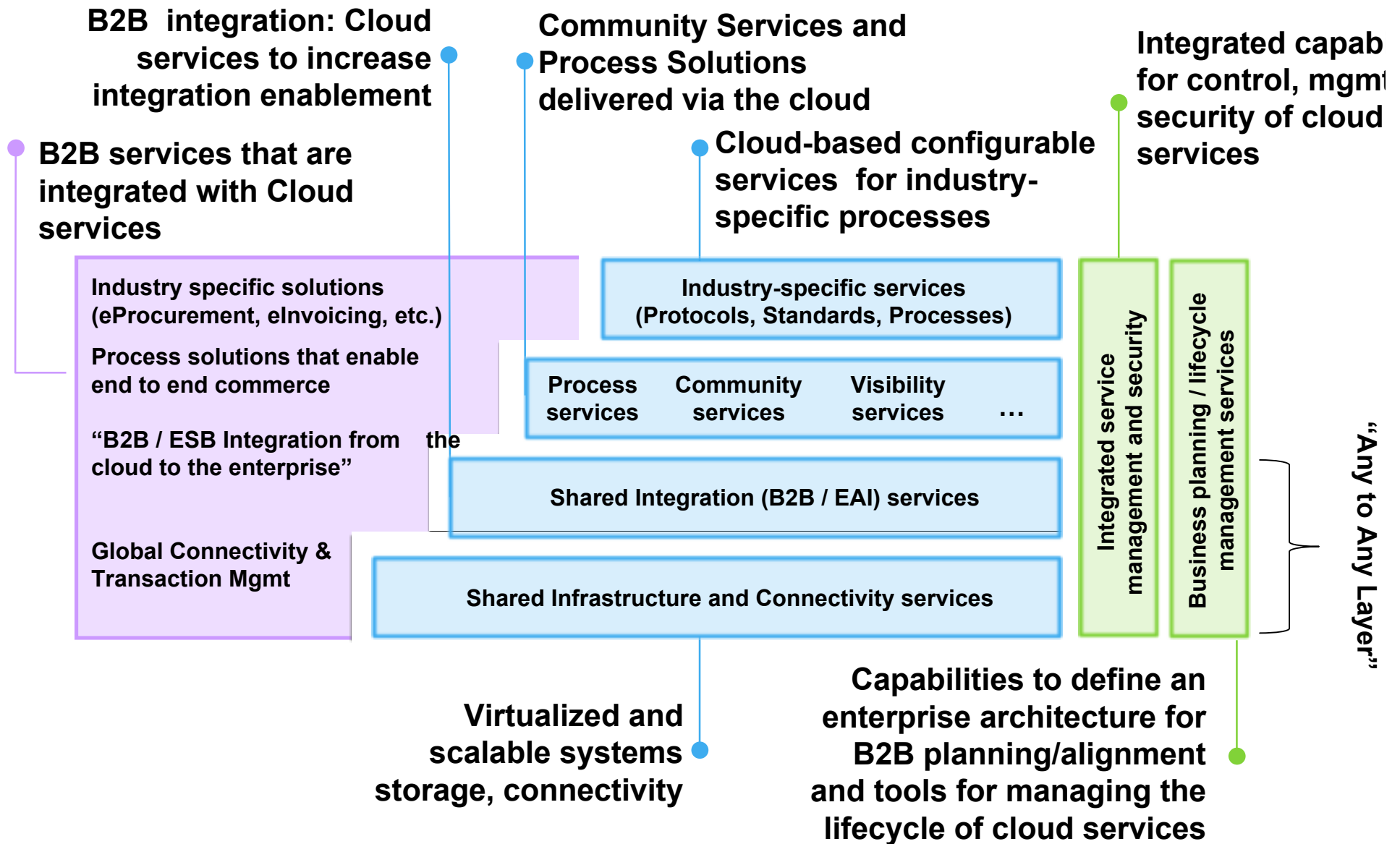
# Cloud is a natural evolution of the of B2B model



- **A B2B Cloud is:**
  - A new consumption and delivery model that will likely evolve from B2B services capabilities in the market today
- **A B2B Cloud has the potential to address:**
  - **Integration:** Simplified and extended integration models
  - **Community:** Greater ease and control of the community a community development
  - **Process Management:** De-construction of applications capabilities to the process essence needed in the moment
  - **Visibility / Analytics:** Beyond the capabilities of today, CI could enable increased demand and event based capabilities
- **A B2B Cloud is envisioned to be:**
  - A unification of Integration, Community and Process, and Visibility / Analytics in a Cloud Service model
  - A service deployment model as a brokered, public Cloud
  - Brokered capabilities enable a B2B services hybrid between public and private cloud



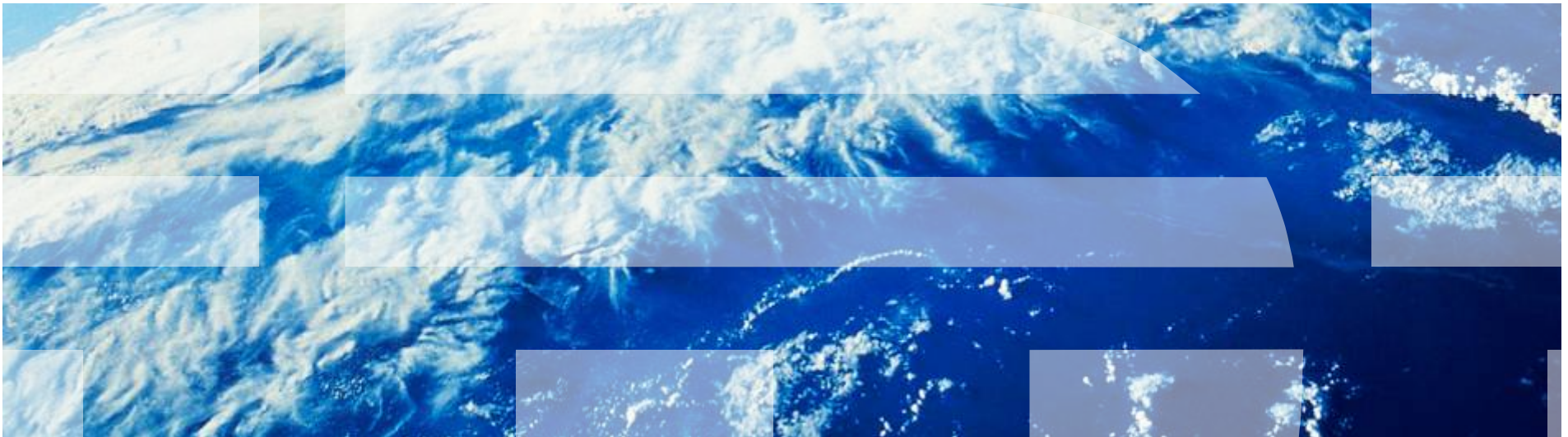
# A framework for a B2B Cloud Services Broker





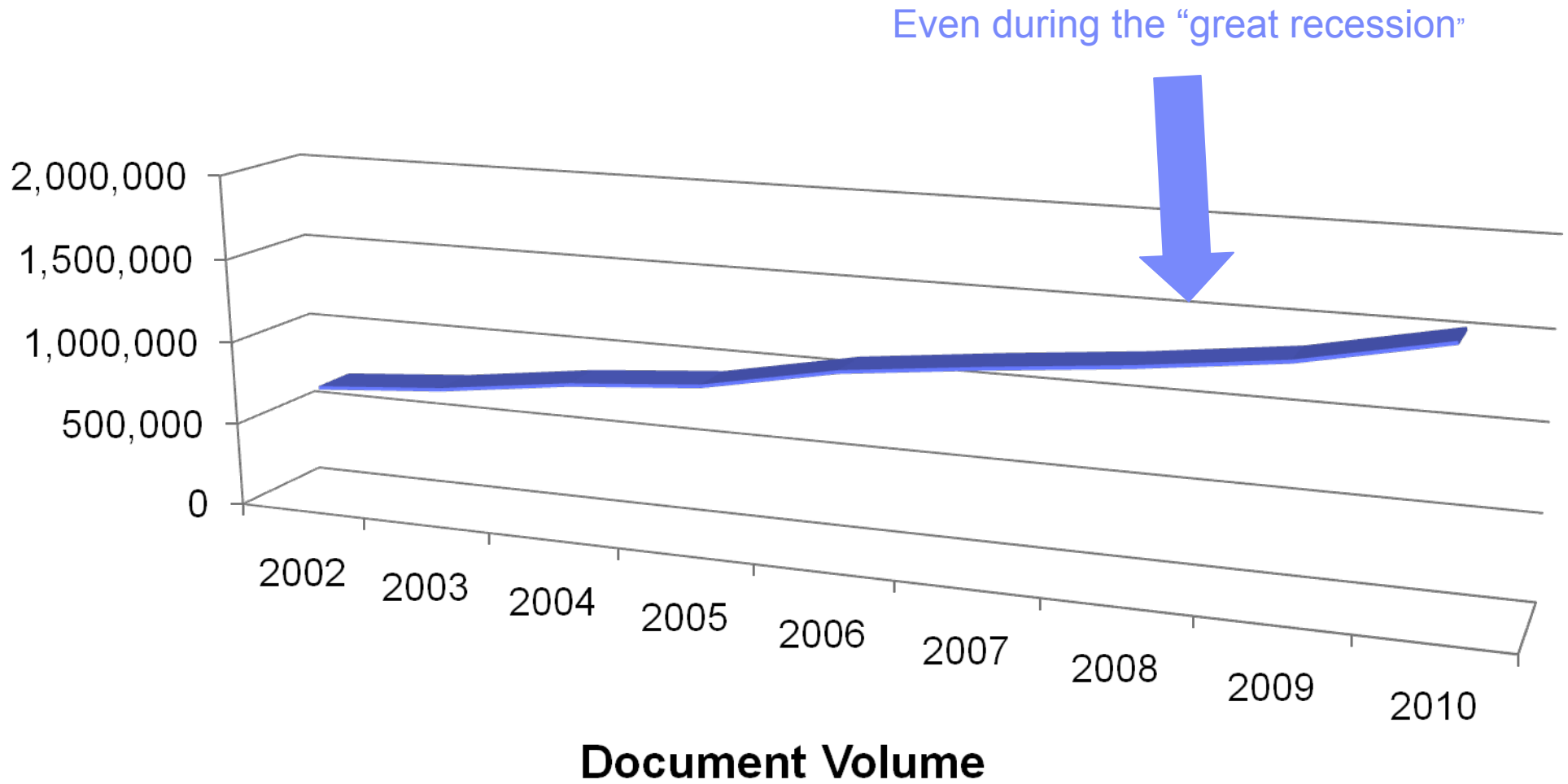
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# The Any-to-Any Layer: It's Use and Impact





Electronic document exchange has tripled in less than a decade. . .







# EDI makes up over 80% of the total volume... Deeper automation of the supply chain is becoming reality

2002: 80% of Transactions By Document

Document	Document Name
850	Purchase Order
855	PO Acknowledgement
856	Ship Notice / Manifest
860	PO Change Request
855	PO Acknowledgement
997	Functional Acknowledgement
832	Price / Sales Catalog
810	Invoice

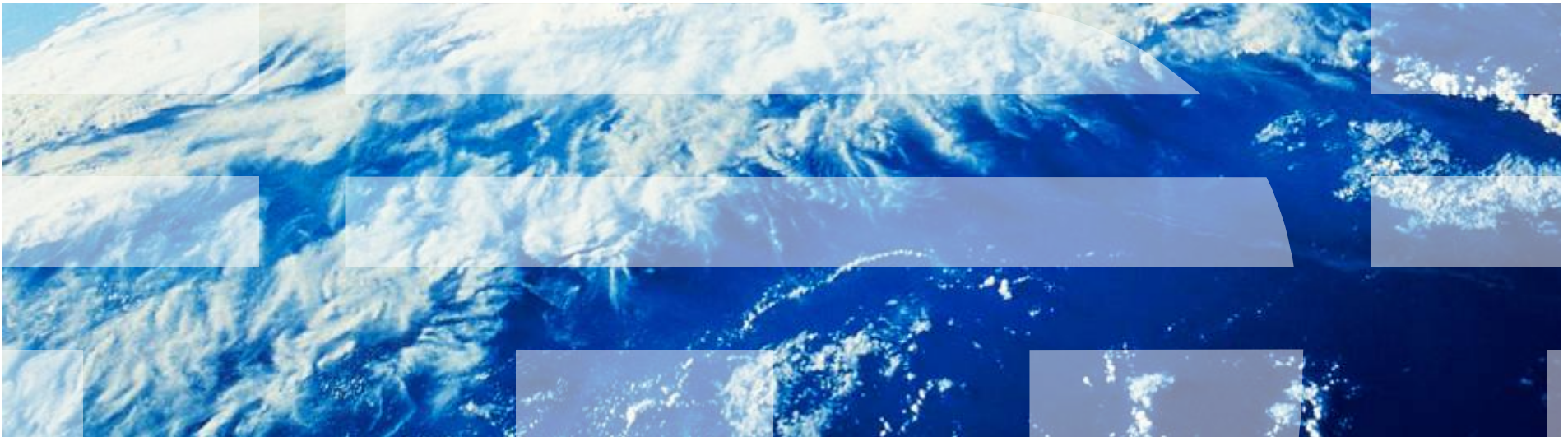
2010: 60% of Transactions By Document

Document	Document Name
810	Invoices
214	Transportation Carrier Shipment Status Message
997	Functional Acknowledgement
850	Purchase Order
856	Ship Notice / Manifest
855	PO Acknowledgement
852	Product Activity Data
830	Planning Schedule with Release Capability
812	Credit/Debit Adjustment
210	Motor Carrier Freight Details and Invoice

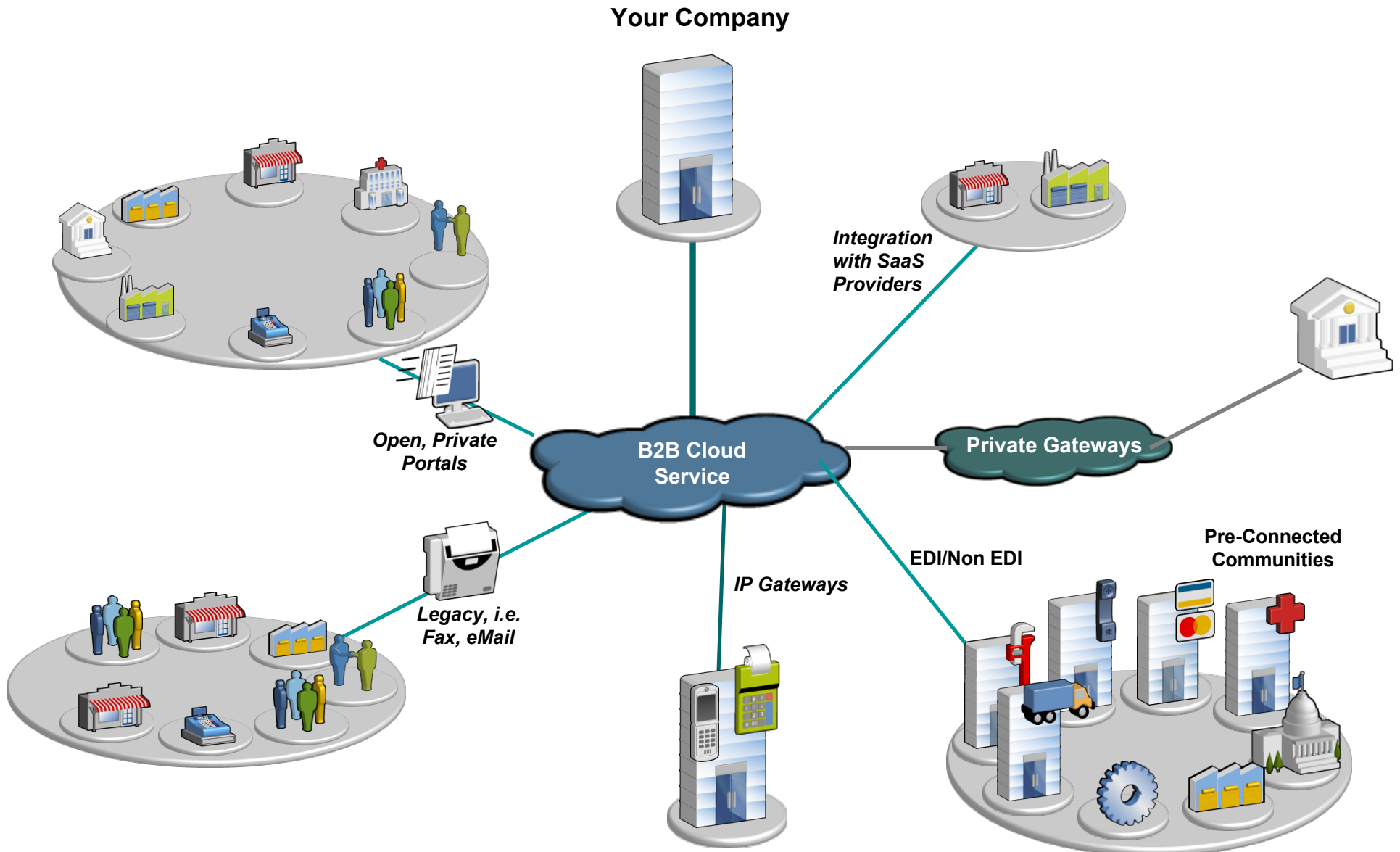


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# The Any-to-Any Layer: It's Purpose in the Cloud



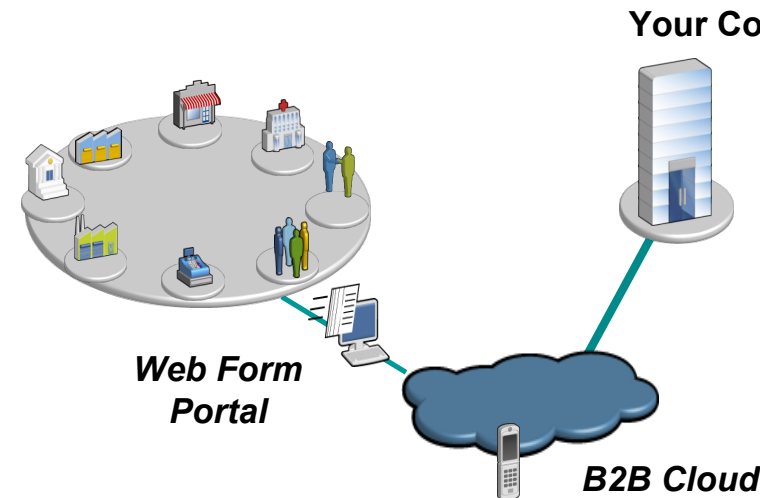
# The B2B Cloud Services Any-to-Any Layer creates a consistent infrastructure regardless of style, need, or destination...



## Web portals (Open and Private) Example: Web Form Portal

Extends B2B capabilities to non-EDI partners to exchange business documents electronically via the B2B Cloud

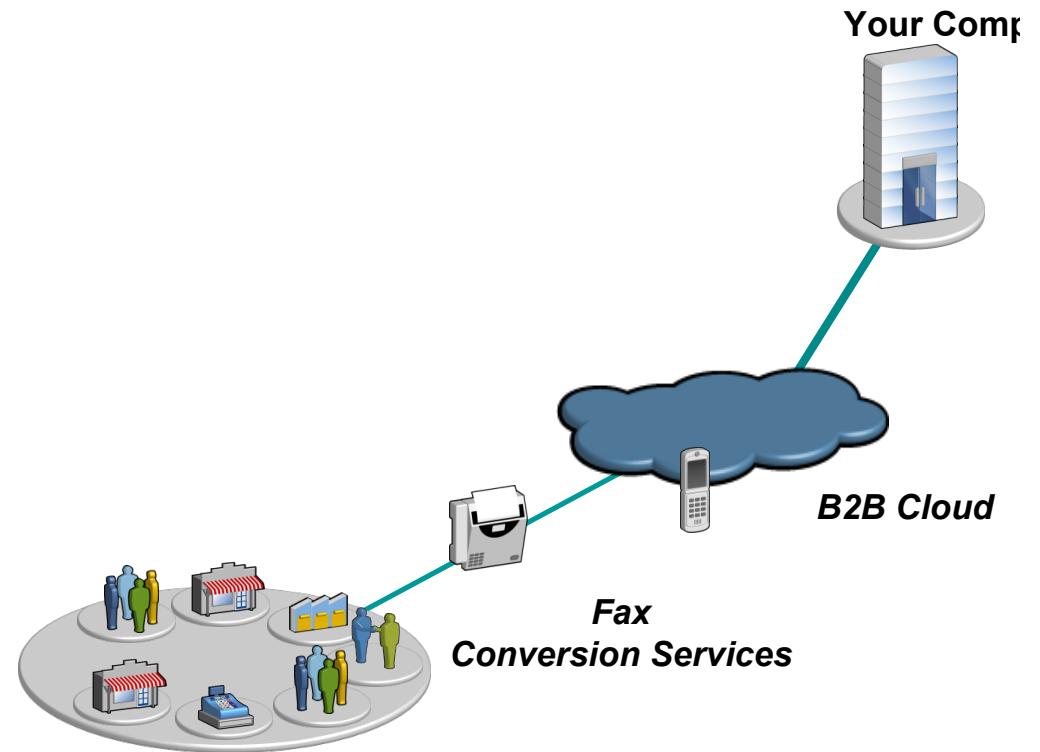
- Faster turnaround on important business documents
  - P.O.s, invoices, order acknowledgements, advanced shipping notices, etc.
- More accurate data sent and received
  - No re-keying, fewer errors, less rework
- Reduced labor, transaction and operations costs
  - Cheaper to process transactions electronically than manually
- Improved efficiencies throughout your supply chain:
  - Every link in supply chain is strengthened
  - Entire supply chain comes into compliance with your electronic standards
- Improved internal business processes
  - Improves cash flow and inventory processes



## Legacy Conversion Service Example: Fax Conversion

Replaces paper-based processes with automated delivery, confirmation, archiving, and document tracking

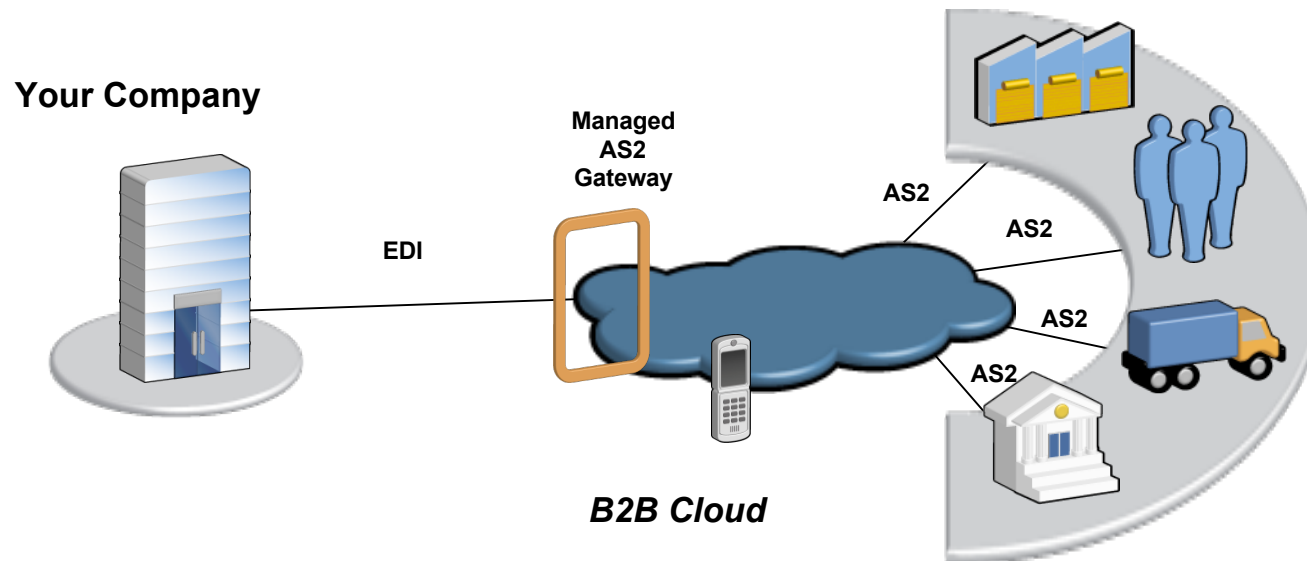
- Gain the benefits of electronic documents without requiring your partners to change their manual trading behavior
- Enable electronic communication with small business partners that lack technology and resources
- Small business partner does not have to change how they do business
- Convert fax documents to any standard electronic format:
  - Image such as fax, email or postal mail to any electronic format including EDI
  - EDI to Fax



## Private and IP Gateways Example: Managed AS2 Gateway

Simplifies the setup and management of AS2 connectivity

- Comply with AS2 mandates without the expense of having to build complex infrastructure for secure Internet communications
- Enable non-AS2 capable partners to communicate with AS2 capable partners
- The Managed AS2 Gateway utilizes a customer's digital certificate and URL
  - Data is 'signed' as the sponsor company







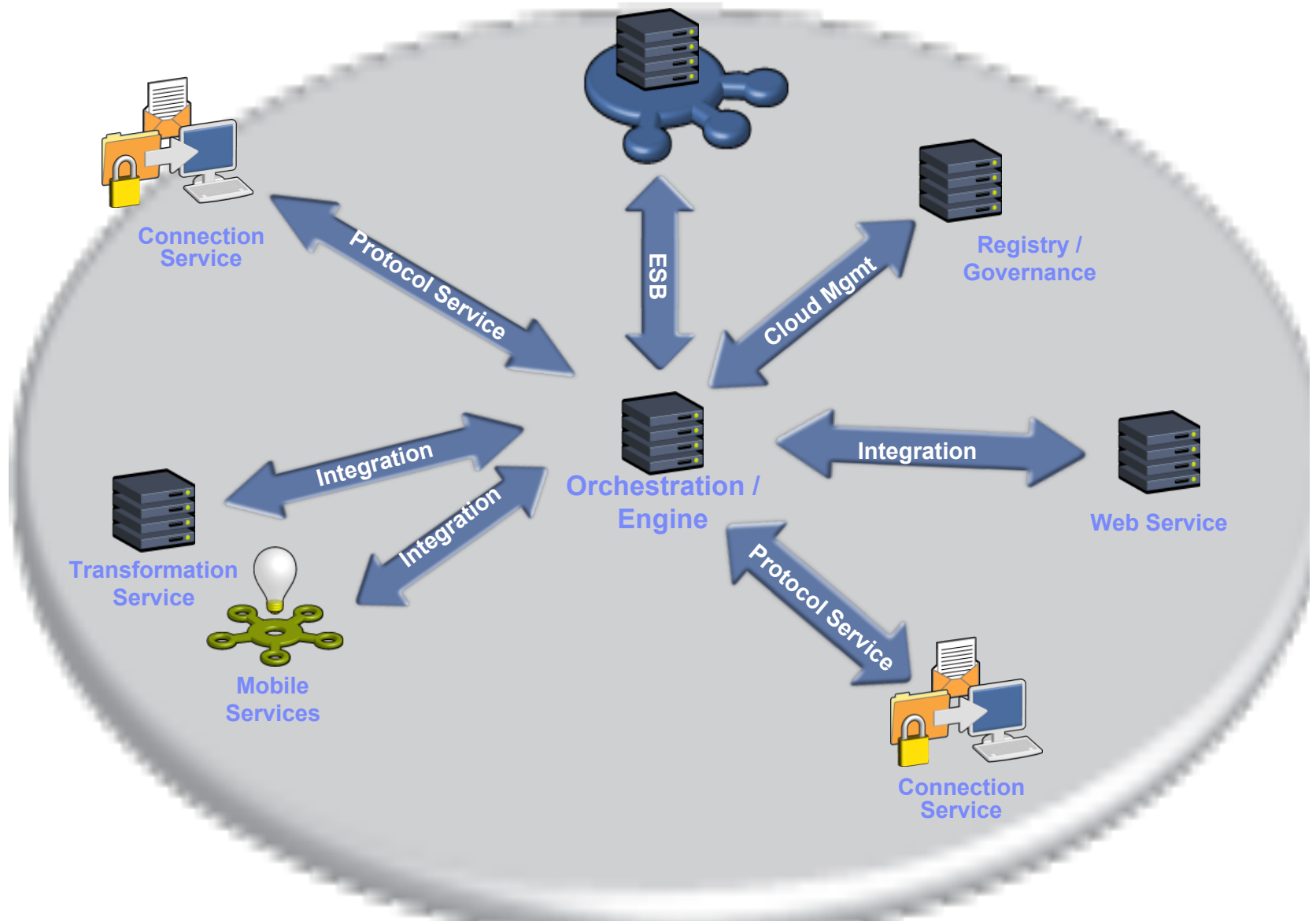
## The Core: Shared Infrastructure and Connectivity Services



Virtualized Architecture  
Integrated Delivery Services  
Workload balancing  
Integrated Identity Management



# Cloud Enablement: Shared Integration Services (EAI / B2B and ESB)





## B2B Cloud Services Any-to-Any layer provides...

- Simplified partner integration and communication:
  - Connect to any partner, anywhere, using any data type with a single, secure, reliable connection
  - Easily expand your B2B trading community with services such as Community Development Services
- Automate transaction processes
  - Eliminate the majority of processing costs associated with exchanging paper-based documents with partners through solutions like Web portals, Legacy communication automation, and Private/IP Gateways
- Seamless access to community and process capabilities to:
  - Enable supply chain capabilities like electronic invoicing, visibility, and performance management
  - Use existing infrastructure and B2B as a catalyst for enterprise or SaaS applications
  - Enable community development, management, and analysis
  - Enable specific business process management to extend enterprise solutions

# How the “Any to Any Layer Fits in the Services Cloud Evolution...



## Cloud 1.0 Architecture

- Cloud Orchestration
- Fully Globalized, B2B Standards
- High Global Availability
- Service Provisioning
- Web Services



## Cloud 2.0 Enabling

- **Globalized, Vertical Standards**
- Global Partner Registry
- Community Partner Management
- **Cloud Service Management**
- Basic SaaS Interoperability
- Enterprise Process Integration
- **Extended Mobile Services**
- **Global Virtualization**



## Cloud 3.0 Comprehensive

- Delivery Services Mgmt
- Multi-Enterprise Processes
- Seamless SaaS Interoperability
- Community Sourcing Mgmt
- **Multi-Enterprise ESB Services**
- **Federated Cloud Integration (Cloud of Clouds)**



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**Next up in the B2B Cloud Services series...**



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Questions?

