




WHITE PAPER

# Waiting to modernize your B2B integrations is a risk you shouldn't take

Why enterprises need to move from legacy systems to a modern solution that combines point-to-point EDI, APIs, VANs, WebEDI Supplier Portal, e-invoicing and other business networks



An increasingly connected world offers tremendous opportunities for enterprises, but it represents serious new challenges as well. The B2B integration market is evolving, quickly, especially during the last few years. Many of our customers accelerated their plans for digital and cloud transformation, as they need greater flexibility, speed, and scale when it comes to building connections between a growing and increasingly complex ecosystem of suppliers, partners, and customers.

Yet traditional EDI and B2B integration platforms have been unable to keep up, and worse, their lack of flexibility makes it difficult for businesses to differentiate themselves with greater innovation and improved customer experiences. These legacy platforms are not only inflexible, they're also unreliable.

And given the 24/7/365 nature of modern business, enterprises can't afford to have problems with EDI. They need a solution that simply works. A modern EDI and API-enabled B2B platform is flexible and scalable to tame this complexity, streamline EDI and API flows, and leverage value-added services such as B2B and B2G e-invoicing, Peppol, API management, API-driven VAN, and WebEDI Supplier Portal. It offers rock-solid availability and reliability, and supports innovation.

## The looming crisis of obsolete legacy EDI technology

Current EDI solutions have been around for decades, but as newer technologies surpass them, they're increasingly showing their age. Traditional EDI systems aren't designed for modern partner ecosystems. Many organizations have actually built these EDI systems internally and then added to them over the years with additional capabilities, often driven by various systems and vendors. The result is often a brittle "franken-stack" of technologies that requires constant maintenance and upkeep.

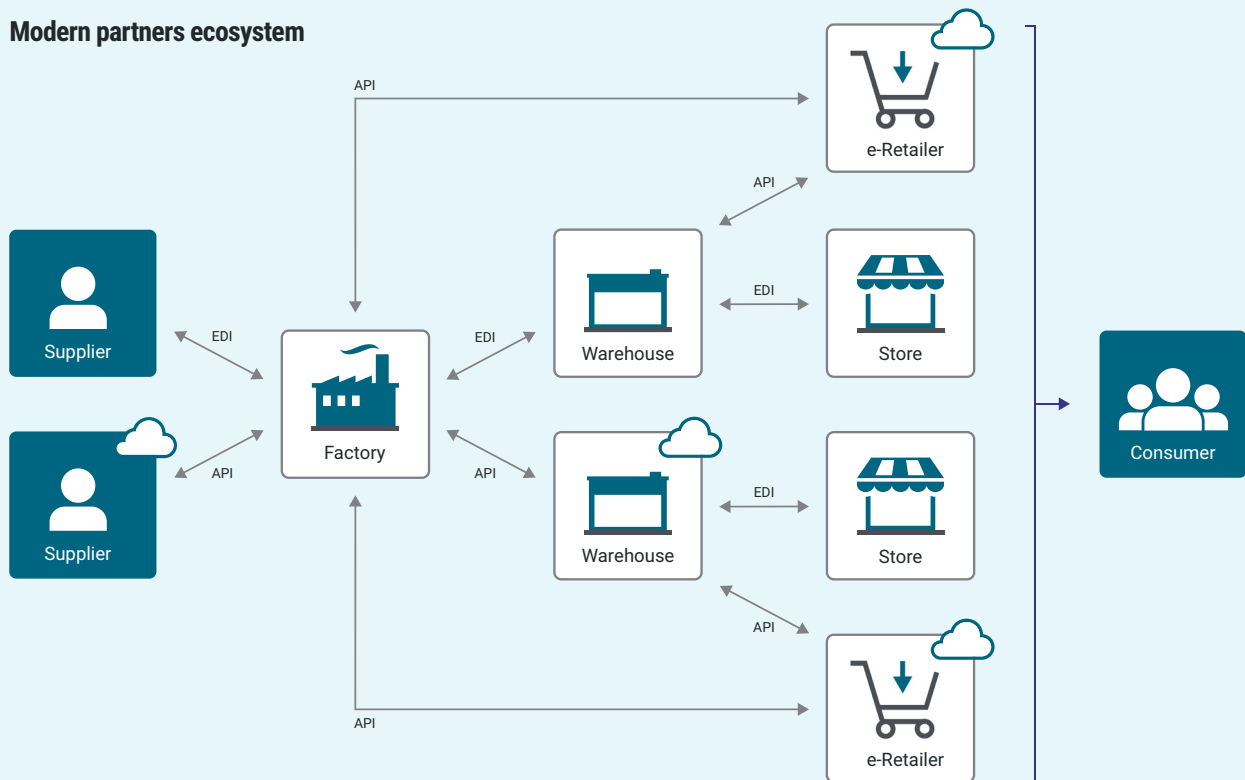
Worse, their original creators may be planning to retire soon, if they haven't already. This loss of institutional memory will make it even more difficult to maintain these systems and uncover root causes of problems as they arise and make it almost impossible to add new features to answer modern business demands. The risk is obvious: a failure that slows or even halts business, costing the company lost revenue and reputational damage. Your enterprise may already be dealing with legacy EDI technology issues, but even if you aren't yet, you probably have a sense that you may be all too soon as many solutions are nearing end of life (EOL) or end of support (EOS).

On the one hand, businesses need to be more **resilient** than ever to ongoing supply chain disruptions. And on another, they need to continue to **innovate**, as it is a necessity in today's digital-centric and competitive world.

### Linear supply chain



### Modern partners ecosystem



## The enterprise ecosystem is becoming larger and more complex

Legacy EDI technologies may be going the way of the dinosaurs, but the need for connectivity isn't going away. In fact, it's growing exponentially. This growth represents new connectivity modes such as API, but let's not forget that EDI is still a popular mode of B2B supply chain, manufacturing, e-commerce, and others, which means that B2B solutions should continue to support it.

EDI accounts for nearly **77%** of all B2B digital sales<sup>1</sup>



Back when organizations relied on a few major suppliers and sold through traditional distribution channels, EDI facilitated rapid and accurate data exchange for orders, invoices, and other documents. Given the limited complexity of supply chains at the time, the proliferation of industry-specific protocols presented minimal issues. Now, however, supply chains are increasingly fragmented and fluid, often crossing over traditional industry boundaries. This leads to two results:

1. A greater variety of protocols in use and various levels of experience with EDI on either side of a transaction.
2. A need to rapidly onboard new vendors and partners to avoid disruption and make the supply chain more resilient.

B2B customers now regularly use **10 or more** channels to interact with suppliers (up from just five in 2016)<sup>2</sup>



Emerging market regulations are another factor forcing companies to enable modern communication processes. These regulations are often based on modern communication protocols and processes that are not supported by legacy B2B/EDI systems. Examples are: AS4 driven regulations like ICS2, and ENTSG in Europe, B2G and B2B e-invoicing in Europe, and not only, Healthcare compliances like DEA Form 222 and DSCSA 2023 in the USA and many others.

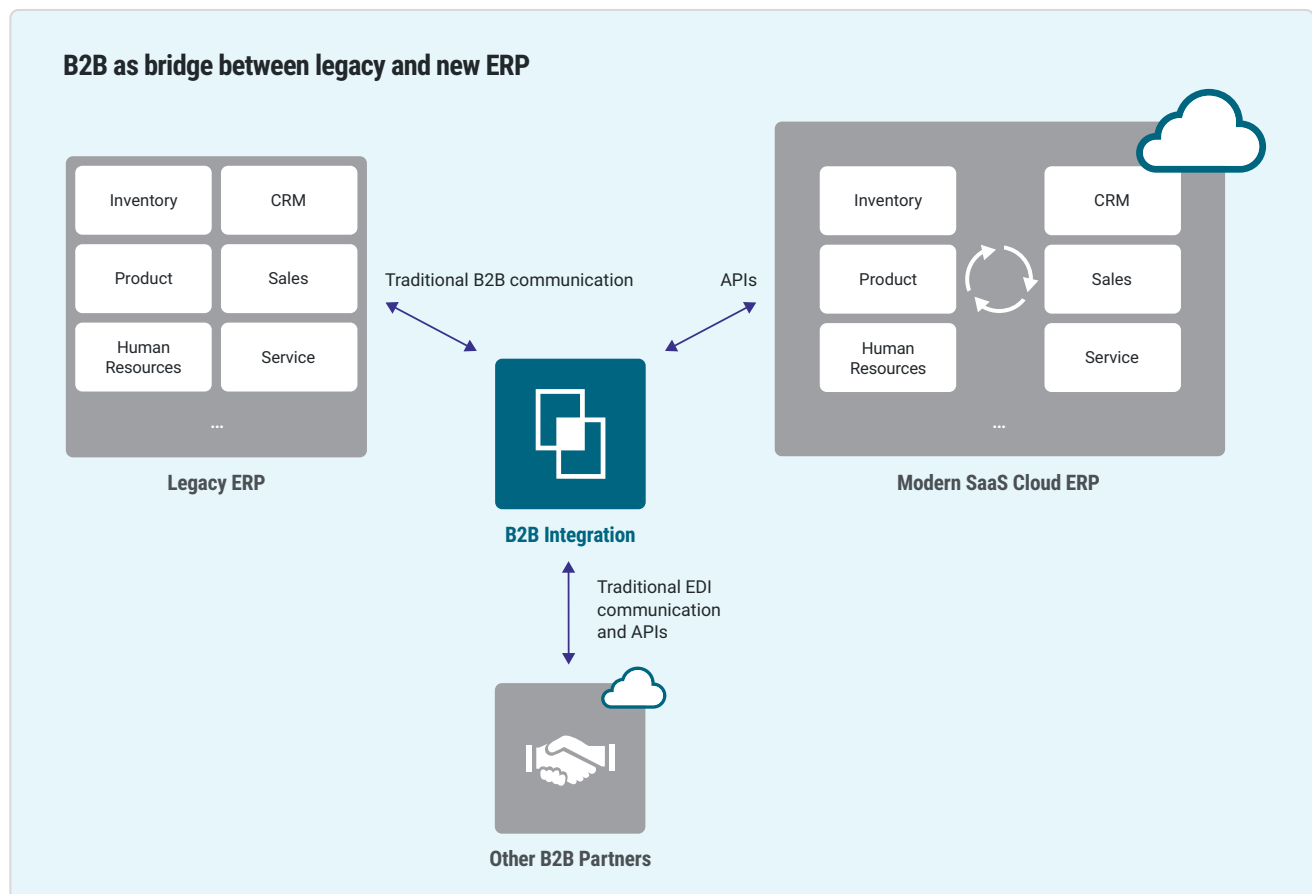
At the same time as skilled EDI professionals are reaching retirement age, there's little interest among new recruits to pursue a career based on stagnant technology that seems to have little career upside. And on the other hand, completely new skills, tools, and expertise are needed in order to modernize the B2B ecosystem and enable innovation. Often this is associated with high costs, organizational and procedural changes.

The need is clear: a modern B2B platform that can handle multiple data exchange protocols and adapt rapidly and smoothly to new ones as they come online, while still supporting legacy protocols as long as necessary. Managed by your own specialists, or delegating it to the vendor.

<sup>1</sup> [EDI still accounts for the lion's share of B2B digital sales](#) (digitalcommerce360.com)

<sup>2</sup> [B2B sales: Omnichannel everywhere, every time](#) | McKinsey

## Modernizing in your own way, at your own pace



A modern, best-in-class B2B platform can serve as the ideal bridge to digital transformation. This is significant because, while some organizations are content to move headlong into digital transformation, others, such as financial institutions, healthcare providers, and life sciences organizations, are taking a more cautious approach.

If you're considering migrating to a cloud-based ERP system any time in the future, now is the ideal time to modernize your B2B platform. After all, any change in back-office systems will require a major adaptation of the organization's B2B/EDI system, since they're tightly integrated. That can be a risky and costly process resulting in increased technical debt. (Technical debt is an accumulation of temporary or incomplete solutions that will eventually have to be addressed at a greater cost in the future, for example creating customizations for commercial software that could be overwritten with the next update.)

Given the dim future of traditional EDI systems, it may be a dead end as well. With a modern B2B platform, you can connect easily to both legacy systems and new SaaS systems without affecting the other end of these connections, whether they're inside or outside of your organization. What's more, you can take advantage of the benefits of a modern B2B system even before replacing your ERP.

Modern B2B platforms may seem expensive upfront, but will likely lower your costs in the long run. Many offer SaaS-like subscription pricing whether you're on-premises or in the cloud. This provides a more predictable OPEX cost structure rather than a high CAPEX expenditure followed by less predictable maintenance expenses.

### Multiple modernization options

You can choose to deploy on-premises, in the cloud, managed by you or by the vendor, depending on your enterprise's needs.



## A future-proof B2B solution: Axway B2B Integration

Deploying a modern B2B solution is a low-risk, high-reward move that sets your organization up for a more connected future. Benefits include:

- **Embarking on innovation**, enabling new business opportunities and revenues thanks to a comprehensive library of modern APIs to complement modern EDI offering.
- **Operational efficiency** thanks to a single point of management for a great variety of EDI protocols, modern APIs, modern VAN, WebEDI Supplier Portal, B2B and B2G e-invoicing, and Peppol network, industry standards, and market regulations.

Axway Managed Cloud Services for B2B offers **99.99%** uptime



- **Unbeaten productivity, agility, and resiliency** thanks to competitive solution architecture, its capabilities, compliances, security, certifications, and additional value-driven cloud services.
- **Flexible deployment models:** customer-managed or vendor-managed, on-premises or in the cloud. Or, explore the benefits of the cloud with a progressive hybrid deployment. Axway's experts will help you to move to the cloud in stages while having the option to move back to on-premises if needed.

### APIs: The new B2B frontier

The ability to create unique, role-based experiences and automations is a cornerstone of digital transformation. APIs offer nearly unlimited opportunities to streamline EDI and make it more user-friendly, either by creating unique apps for personalized UX, automating processes, or in a best-case scenario, allowing both.

Axway B2B Integration has a full set of APIs for configuration, operation, and transactions so you can do nearly anything via API that you can do via a standard UI. A legacy EDI/B2B gateway may not offer the necessary capabilities to support this business requirement, and therefore may even put your business at a competitive disadvantage.

As part of Axway B2B Integration, **APIs** allow trade with **modern partners** and enable **new business use-cases** in automation, document-tracking chatbots, and other digital applications.

### Modern B2B in the real world: customer case studies

Axway customers are leveraging modern B2B integration to create innovative tools and solutions using APIs including:

- Onboarding and partner management apps
- Document-tracking chatbots
- DevOps and configuration tools
- Promotion utilities



## FM Logistic drives non-stop supply chain efficiency across 3 continents with a modern cloud B2B ecosystem

FM Logistic, a global supply chain company partners with Axway to deliver seamless end-to-end supply chain services across 15 countries. By migrating to Axway's managed cloud services, FM Logistic has improved technical scalability, enhanced security, and addressed HR challenges related to EDI skills, ensuring continuous service for its customers.

**6 million** exchanges per month

**300** EDI partners

**Enhanced efficiency** with Axway Managed Cloud Services

[Read the Case Study](#) →



## Crafting B2B Integration for Moët Hennessy distribution excellence

Moët Hennessy is the wine and spirit division of LVMH. Moët Hennessy distributes fine wines and spirits to retailers around the world with a scalable B2B integration platform.

**6 million** messages processed per year

**200 partners** connected 24/7

**10%** growth in B2B integration volumes per year

[Read the Case Study](#) →

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*B2B integration is certainly one of the most important and critical solutions at FM logistic. With this solution we are able to manage the business everywhere in the company for all countries where we are, for all of our customers.*

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*B2Bi is critical for the Moët Hennessy businesses because it's a key tool of piloting our operation from the supply chain since we pilot all the activities through interfaced messages.*



### Delivering always-on access to quality care with Axway

With nearly a century of offering peace of mind for medical care, Health Care Service Corporation has 28,000 employees serving over 23 million people across the U.S. To facilitate growth, HCSC decided to replace siloed B2B integration tools with a single, centralized platform. After careful evaluation of several leading vendors, HCSC selected Axway B2Bi as its single point of control for mission-critical B2B transfers.

**2.7 million** messages exchanged securely every month

**Up to 50%** faster trading partner onboarding

**Real-time** monitoring of mission-critical B2B data flows

[Read the Case Study](#) →



### Always-on EDI keeps global logistics running smoothly

DB Schenker is one of the world's leading global logistics providers. To streamline B2B integration management and maintenance and further enhance EDI availability, the company moved to a load-balanced architecture that increases redundancy and minimizes the business risk of service interruptions.

**1 billion+** EDI messages processed in the cloud

**20%** reduction in maintenance time and costs

**40-hour** maintenance downtime per year reduced to zero

[Read the Case Study](#) →



*Axway B2B Integration is a very powerful solution – it's done everything we ever asked of it.*

Corey Wegele, Sr. Manager Security  
Platform Management at HCSC



*With B2B Integration running in a multi-cluster environment in the cloud, we are avoiding approximately 40 hours of maintenance downtime per year, which helps us deliver round-the-clock services for global customers.*

Michael Scherner, Head of Integration  
& Platform Competence Center at  
DB Schenker





## Enabling secure, seamless eGovernment services in Germany

Bundesagentur für Arbeit (BA) is the German federal agency responsible for providing a range of labor market services for employers and employees. An Axway customer for over 20 years, BA used the Axway B2B Integration Platform to integrate its systems into a single secure, central platform used by 100,000 employers – giving the company greater security and helping to defeat cyber threats. The updated and upgraded EDI/B2B ecosystem accelerated BA's digital transformation, compressing five years of work into just three months. The company can now handle a variety of EDI protocols and APIs.

**100,000 employers** integrated with a secure, central platform

**Up to 5 million** cyber threats defeated daily

**€150 billion** distributed in benefits annually to citizens

[Read the Case Study](#) →

## cencora Centralizing, ultra-reliable EDI services

To support its growing business with always-on EDI services, Cencora deployed a modern B2B integration platform to move mission-critical B2B integration flows to a single point of control. Centralization of EDI services delivers 24/7 availability and saves thousands of hours of IT time per year.

**90%** of EDI services centralized

**\$140 billion+** per year processed via EDI troubleshooting

**80,000** EDI messages per day with **24/7** availability

[Read the Case Study](#) →

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*To meet the deadline for the switchover to a new banking standard (EBICS), Axway helped us to augment our existing payment frameworks with a new solution based on Axway B2B Integration, a central EDI platform. From day one of our go-live, we were able to send EBICS payments files seamlessly.*

Peter Neuhauser, Head of TEC1–CERT-BA, Network Services, and Security as a Service at Bundesagentur für Arbeit

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*Thanks to automation, we're saving thousands of hours a year that now can be spent on value-added services for our trading partners.*

Scott Marshall, Sr. Director, IT Project Lead, EDI at Cencora



## Co-op supports retail activities with a state-of-the-art B2B integration approach

Co-op, the UK's leading convenience food retailer with around 2,500 stores, is owned by its members, who actively give back to their communities. How do they support retail operations—from inventory management to route planning for their lorries? With Axway B2B Integration.

500 individual flows

1 million messages a day

3000 endpoints

[Watch the Video](#) →

## Eliminate the risks of legacy EDI with a modern B2B partner

Enterprises need to connect to a growing ecosystem of suppliers, partners, and customers — including with APIs — to succeed in today's environment of rapid change. Now is the time to eliminate the growing costs and risks around legacy B2B solutions by deploying a modern B2B platform that offers resilience, security, availability, and flexibility.

With a secure, API-enabled approach to EDI that lets you respond faster to evolving business demands, increase supply chain resiliency, reinforce traditional EDI business while empowering innovation via APIs, reach operational efficiency and agility, be fully converged with cloud ERPs and modern digital ecosystem, and ensure compliance with emerging market regulations. There are optional value-added services to support new market needs such as eInvoicing, API Service, Axway Business Network (VAN), and others. Axway B2B Integration can help you position your business for future growth.

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*B2Bi is critical for the Co-op, especially in its retail organization. If B2Bi went down or we turned it off tomorrow, we would have no business. It is as simple as that.*

Eliminate the risk of legacy EDI with a modern B2B integration approach.

[Learn More](#) →

