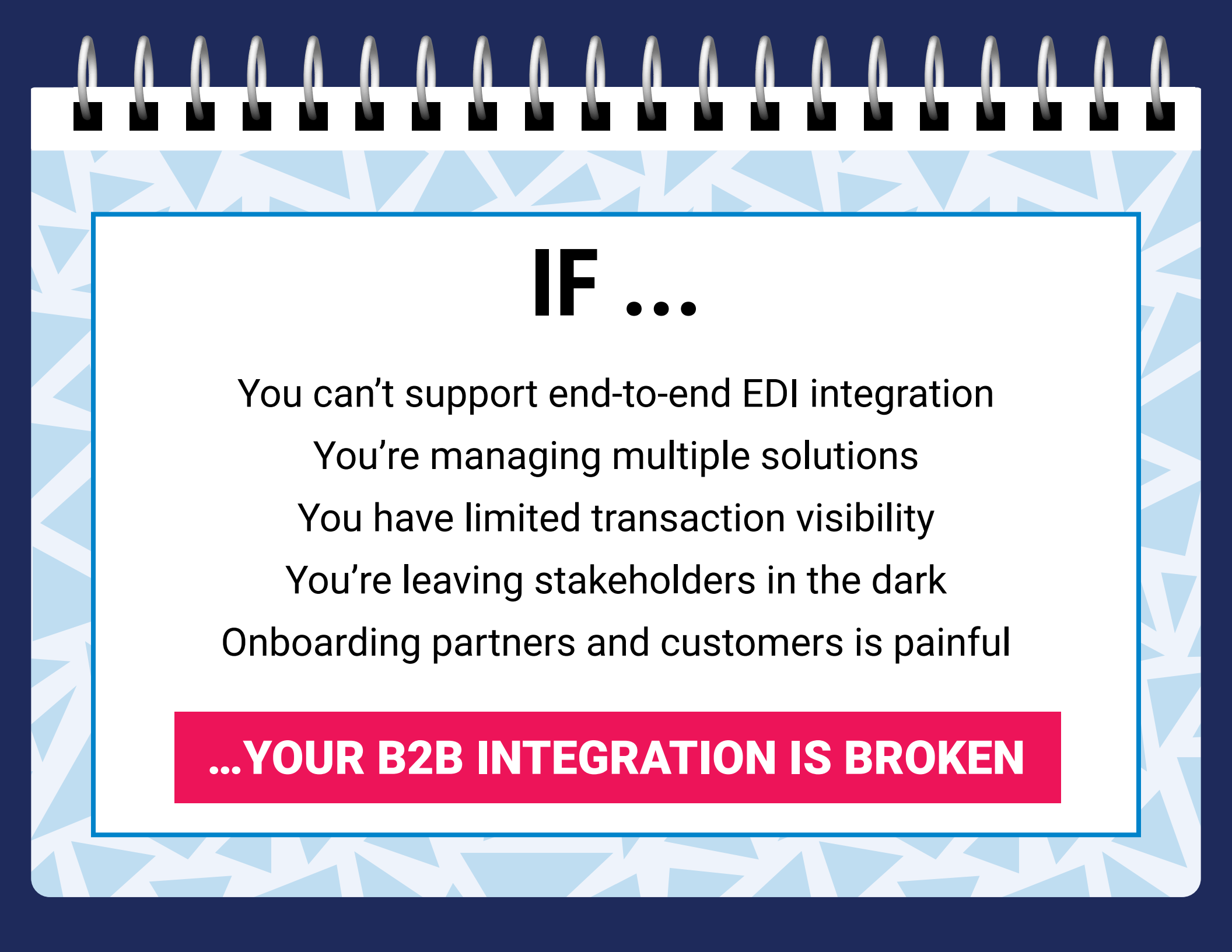


Cleo

YOUR B2B INTEGRATION STRATEGY IS BROKEN

Here's What to Do About It



IF ...

You can't support end-to-end EDI integration

You're managing multiple solutions

You have limited transaction visibility

You're leaving stakeholders in the dark

Onboarding partners and customers is painful

...YOUR B2B INTEGRATION IS BROKEN

A spiral-bound notebook with a dark blue cover and a light blue geometric pattern of triangles. The notebook is open, showing a white page with the text "Here's How to Fix it ...".

Here's How to Fix it ...

1. IF YOU CAN'T SUPPORT END-TO-END EDI INTEGRATION ...

AND THESE THINGS ARE HOLDING YOU BACK:

-  EDI documents not automatically integrating into your back-office applications, such as an ERP
-  Manual intervention is needed for actual EDI transaction integration
-  Constant updating of in-house custom script

THEN YOU NEED:

-  EDI & API on one integration platform
-  Support for batch & real-time processes
-  Application connectors for direct integration
-  Integration process orchestration & automation



Dealing with legacy systems was the biggest integration challenge for 55% of companies in 2020.

2. IF YOU'RE MANAGING MULTIPLE SOLUTIONS ...

AND ANY OF THIS IS HAPPENING TO YOU:

- ☒ Wasting time with swivel-chair integrations
- ☒ High exception rates
- ☒ Inefficient workflows & operations
- ☒ Time-consuming changes to existing maps/integrations
- ☒ Recurring errors in B2B transactions

THEN YOU NEED:

- ☒ B2B integration expertise
- ☒ Managed Services to augment your teams
- ☒ Modern cloud user interface
- ☒ EDI + API + MFT + eCommerce integration capabilities on the same platform



66% of companies rely on three or more integration solutions ... and 40% say multiple integrations is a major problem.

3. IF YOU HAVE LIMITED VISIBILITY ...

AND YOU'RE TROUBLED BY:

- ☒ High incident rates
- ☒ High chargebacks / SLA fines that are impacting business relationships
- ☒ Lost orders
- ☒ Wasting time pinpointing transaction errors

HERE'S WHAT YOU WANT:

- ☒ Real-time integration visibility
- ☒ Role-based dashboards & insights
- ☒ Context & content around business processes
- ☒ Ticketing, notifications, & alerts



89% of companies state having end-to-end integration visibility is important ... what are you waiting for?

4. IF YOU'RE LEAVING STAKEHOLDERS IN THE DARK ...

AND RELATIONSHIPS ARE HAMPERED BECAUSE:

- ☒ It takes too long to gather data/insights
- ☒ You can't proactively share B2B transaction statuses
- ☒ Your legacy systems cause delays in relaying critical information upstream
- ☒ You're plagued by poor business (or revenue) forecasting

YOU NEED:

- ☒ Configurable, role-based dashboards
- ☒ To give your trading partners access to your transaction reports
- ☒ To transform your role to be more business-focused
- ☒ To redefine your expectations for integration visibility



Less than 50% of companies can access supply chain information to gain business insights they need to make faster, better decisions ... putting their business at risk.

5. IF ONBOARDING IS PAINFUL ...

AND YOU'RE EXPERIENCING ANY OF THESE SYMPTOMS:

- ☒ Slow partner & customer onboarding
- ☒ Lack of communication
- ☒ Delays from third-party providers
- ☒ Unable to support different formats / protocols
- ☒ Forced to say 'No' to new business

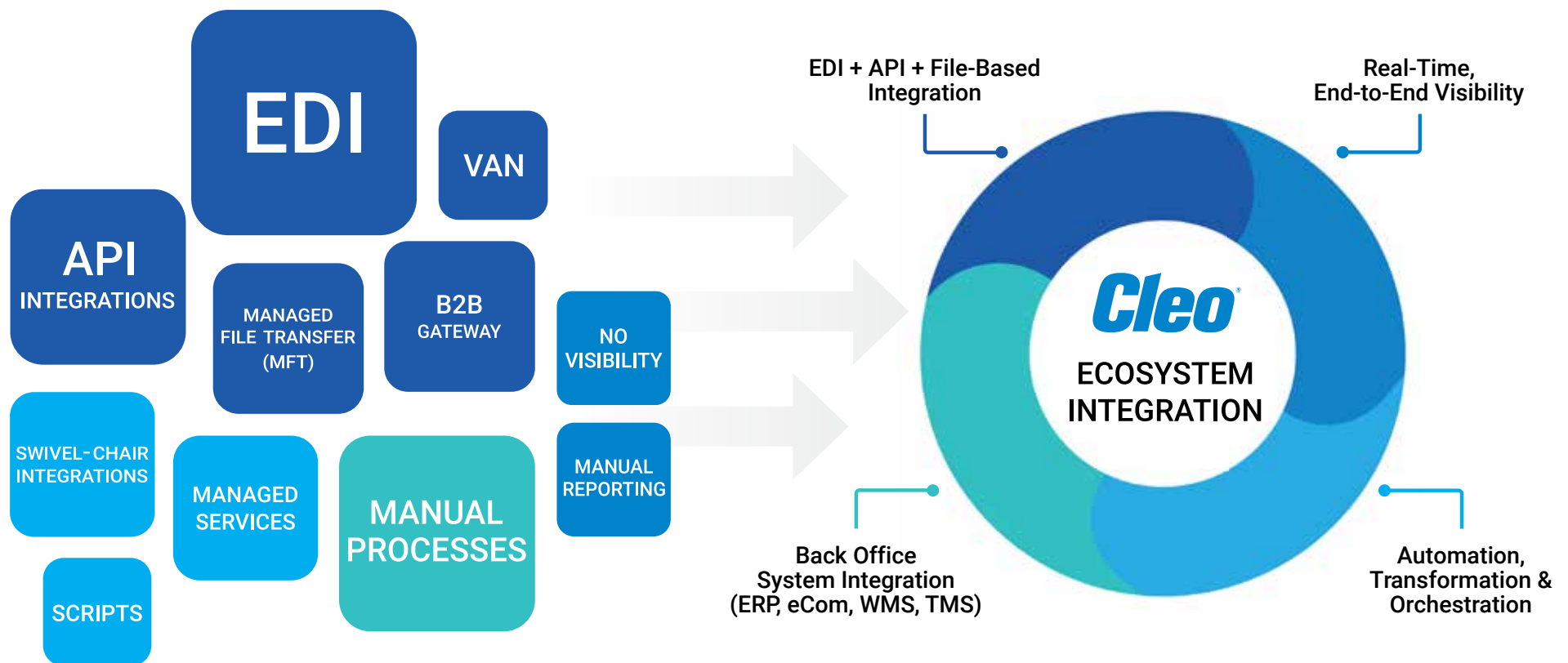
HERE'S THE CURE:

- ☒ Any-to-any integration engine
- ☒ Flexible protocol connectivity
- ☒ Self-service integration
- ☒ Increased agility
- ☒ More control



For 73% of companies, onboarding remains relatively slow, needing one week to a month or more to onboard each new trading partner ... delaying revenue for their business.

TRADITIONAL B2B INTEGRATION IS BROKEN ... SO WE FIXED IT



THE OLD WAY

Siloed B2B integration technology approaches result in a lack of control, agility, and insights.

THE NEW WAY: CLEO INTEGRATION CLOUD

Blend the best B2B integration capabilities onto a single platform to deliver business outcomes faster.

CHART YOUR OWN FUTURE

Fact is, most companies have not modernized their B2B integration approach or technology. **It's broken.** Left untreated, a broken B2B integration strategy can lead to high chargebacks, lost orders, and operational inefficiencies from clunky integrations.

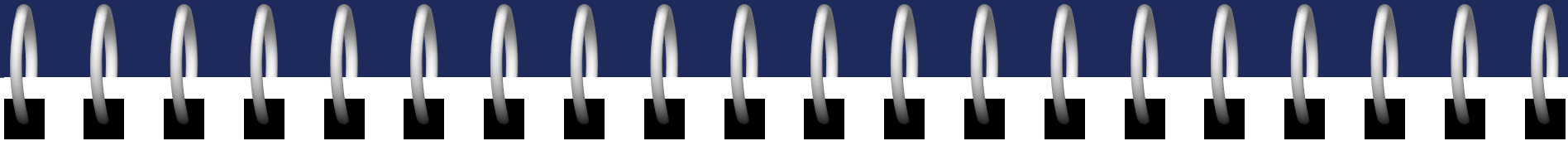
And that's bad for business.

With a modern, cloud-based ecosystem integration platform you can:

- Transform EDI documents & put them into your back-end system to complete its B2B transaction lifecycle
- Provide EDI & API integration capabilities on the same platform so you can connect to any system
- Reduce or eliminate manual intervention
- Provide customizable role-based dashboards to enhance access to critical data
- Get partners onboarded in hours
- Allow everyone access to reports that provide immediate intelligence on B2B transactions
- Have a more efficient forecasting model to predict upcoming business output and deliver business outcomes that matter
- Gain the agility & flexibility you need to turn on a dime
- Chart your own future, and not be held back

WANT TO FIX WHAT'S BROKEN?

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