axway

Elevate your game with Axway Managed Cloud Services for B2B

Reduce operational complexity and costs with a highly secure, scalable managed B2B integration solution

Navigating a shifting B2B integration landscape

The demand for secure, reliable B2B exchange is continually growing. Enterprises are compelled to engage with more and more partners to move expanding volumes and types of data automatically using less time and resources. As a result, companies are challenged to find new ways to modernize their B2B integration infrastructure and gain the capabilities that are essential to competing and succeeding in the digital era. This includes managed cloud services.

As a strategic tool for creating new business, a managed cloud service brings APIs into the B2B/EDI equation to streamline partner collaboration and expand services to customers using powerful mobile apps. It lets you reduce the burden on your staff by having B2B experts who have decades of experience managing critical B2B environments manage it for you, so you stay focused on SLAs. A managed cloud is pliable – adapting to tightening security standards such as GDPR and others faster and cheaper. It's also reversible, meaning you can bring back the management of the solution in-house if business needs change.

What's driving cloud-based B2B modernization?

SECURITY B2B gateways and infrastructure are vulnerable through the internet	• Many companies have legacy B2B solutions made of multiple inherited platforms that may be outdated and unable to adopt new security standards • Enterprises must deploy modern solutions that require a continuous investment in technologies that maximize security • The impact of costs associated with maintaining tight security on a daily basis is not necessarily obvious
	Managed cloud services open the door to maintaining high B2B integration security by outsourcing the tasks, time and resources to a trusted third party
VISIBILITY Greater visibility allows businesses to anticipate risks to SLAs and adjust accordingly	• Reduce the amount of penalties and enhance the level of trust between partners • The ability to trace what happened is key for audit accuracy, dispute resolution and continuous improvement
	As a service running on the cloud, the indicators and alerts to SLA risks are provided by the managed service operator
AVAILABILITY Large and small enterprises simply cannot afford any business downtime	• Companies are receiving or sending orders, and delivering or receiving goods 24/7 • B2B integration platforms need to be reliable and include mechanisms for ensuring high availability and quick disaster recovery • New investments in platforms and human resources are needed to ensure round-the-clock availability
	A managed cloud service lets companies delegate the associated SLA risk assessment and management to a third party

SCALABILITY Significant annual growth of B2B traffic requires a solution that can expand as needed	• Companies are collaborating more with partners to create new and richer customer experiences and increase their business • Many companies are seasonally dependent with peaks requiring greater volume accommodation and lower activity requiring less • Unexpected peaks resulting from a sustained increase in business will require time to adapt to the new level
	A managed cloud service offers companies the flexibility to adapt to fluctuations in business activity without interruption
COST CONTROL Account for all visible and hidden costs of adapting infrastructure and staff to meet changing needs	• Cost increases are not linear and don't necessarily correspond to business growth • Expenses not charged directly to business operations – including IT – appear out of control and lead to cost cutting in other areas
	By leveraging the managed cloud, most of the costs are directly chargeable to the business and are based on consumption of services
PARTNER ONBOARDING Growing digital ecosystems demand faster, more precise onboarding and continuous community management	• Business can't stand by and wait for long onboarding processes. Companies that can ramp up faster and easier with partners will leave competitors behind. • Onboarding campaigns are time and cost consuming and are error prone
	Cloud-based service consumption enables self-onboarding as well as automated onboarding and accurate community management, which are key to increasing business scalability and reducing costs

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APPLICATION INTEGRATION Keeping up with digital transformation and changing data types requires fast and easy integration	• Visual mapping tools and preconfigured integration templates are needed
	To accelerate integration and mapping – even if internal skill sets are lacking – you can delegate those tasks to a managed cloud service
CHANGING PROTOCOLS New protocols and formats are required to meet new regulations, business interactions and data sets	• Gain transparency into the conditions of a single digital market, such as the systematic use of AS4 that the European Union is pushing for • The gas industry, for example, is building new sets of formats and messages on top of AS4 to replace legacy AS2 solutions
	To transition to new standards and protocols you can leverage available skills from a managed cloud services provider
API READINESS Integrate with new applications and other systems	• B2B integration platforms need to be API ready in order to expose and interact with a growing set of REST APIs • Personnel with both REST API and EDI skills may be difficult to find
	Managed cloud services provide the experience and capabilities to integrate EDI on top of REST APIs

Ground to cloud: What the ideal B2B cloud solution looks like

Transforming existing B2B integration to meet an ever-changing digital business landscape is a given. There are two ways this could go: keep your infrastructure on premises with a new and richer data integration platform, or move B2B integration operations to the cloud. One size doesn't fit all. What's best for you depends on how critical and strategic B2B integration is to your business, the availability of resources, and whether it makes sense to retain full control of operations on premises or delegate them to a cloud managed service. Or both.

Axway B2Bi is a single, packaged solution for orchestrating B2B transactions, along supply chains, and throughout the trading community. On the other hand, Axway Managed Cloud Services for B2B offer you a range of options, depending on the level of autonomy you desire and the internal resources

you have available. It's also possible to delegate the integration platform operations to Axway in a private SaaS model or ask Axway to manage all operations, in which case you can choose:

- **Private SaaS.** You control certain operational functions, but deployment in the production environment is Axway's responsibility

- **Fully managed service.** You delegate B2B integration operations to Axway while retaining access to monitoring in order to follow data flows and messaging
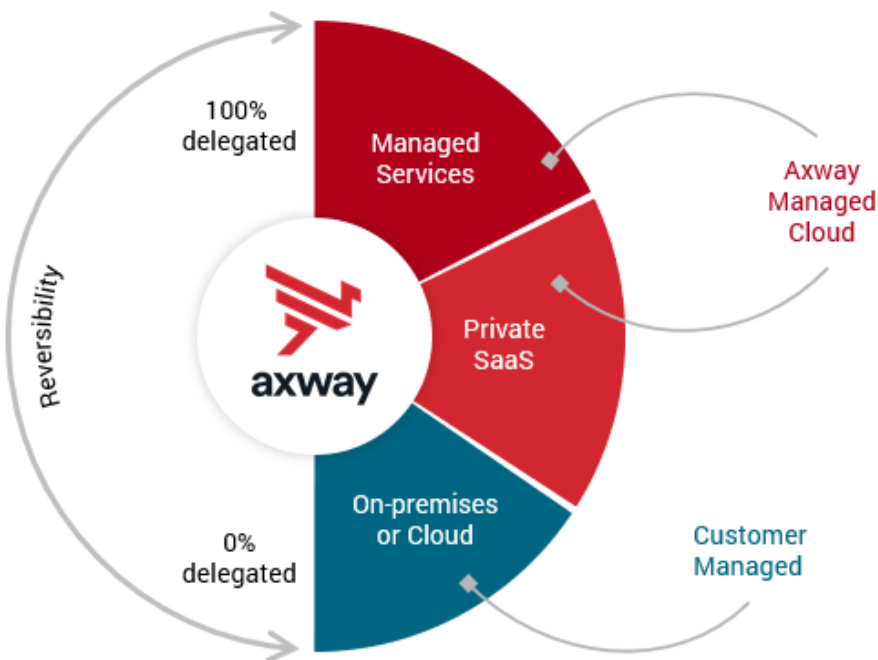
From entirely on premises to completely on the cloud, Axway B2Bi offers a range of solutions.

Axway Managed Cloud Services for B2B with Axway B2Bi

Once you deploy a powerful integration platform like Axway B2Bi, you have to manage and maintain its functionality throughout its lifecycle day in and day out to ensure it's running efficiently. That's costly and can open you up to inefficiencies that lead to downtime if you don't have the internal resources to commit to around the clock platform management. This is where the managed cloud comes in.

Axway B2Bi and Axway Managed Cloud Services for B2B offer a combination of technologies, processes and skills ready to handle your B2B integration for you – including all the time, tasks, and resources necessary to efficiently manage, maintain, and monitor the platform. Compared to existing on-premises solutions, there are no hidden costs; expected expenses are all laid out for you.

Axway B2Bi. Solid, complete B2B integration.

Axway B2Bi offers the foundation to modernize any B2B solution in place. It allows easy integration of B2B transactions and processes with enterprise business applications. You gain real-time visibility, simplified partner onboarding and configuration, high security and scalability, and built-in system administration. A wide range of current and legacy protocols and industry standards are also supported, including AS4.

Features include:

- Scalable, secure B2B exchange infrastructure

- Partners, routing and rules, user roles, security, and auditing for compliance

- Flexible configuration of multiple flow management use cases

- Mapping with rich library of standard and industry formats, and more

- Support for all major standard and non-standard protocols

- Context and content based routing

- Powerful message processing

For more information see the B2Bi data sheet.

- Axway handles and ensures B2B operations on your behalf

- You access only the monitoring of data flows and messaging

- Managing partner and third-party access to the cloud solution is left to you
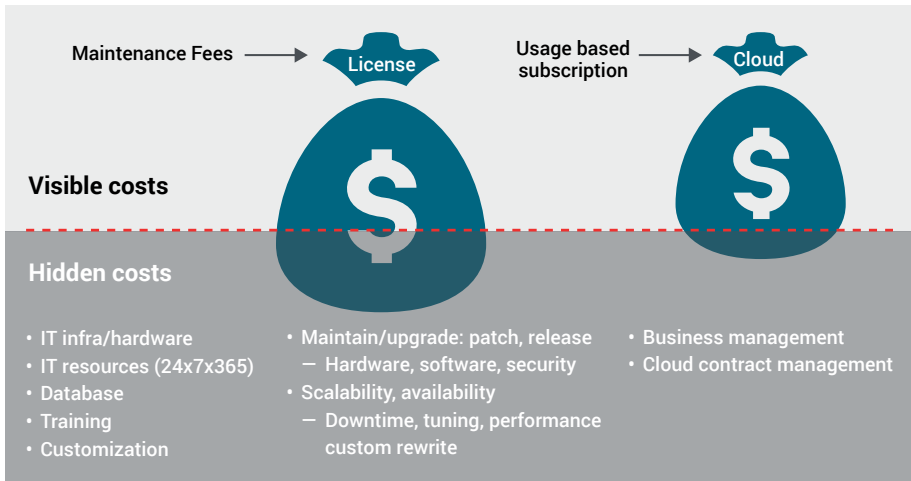
Hidden costs can sink ground-based B2B integration. There is little guesswork with the cloud.

What internal technologies, processes and skills do you have available? Your answer here will determine if your company is capable of managing B2B interactions with its partners using your existing resources and infrastructure, or whether it makes more sense to delegate your B2B integration to a managed cloud service.

Axway Managed Cloud Services for B2B at a glance

SUMMARY OF FEATURES AND CAPABILITIES	- Cloud-hosted Axway products with managed services by Axway experts - Clean data separation with individual private cloud deployment per customer - High data protection and security standards, and enforced access restrictions - Multiple SLA levels to satisfy individual availability needs - Different service delivery levels for different levels of delegation - Flexible sizing tiers with individual processing and performance capabilities - Standard price per subscription level, SLA and sizing tier plus overages - Flexible options to adapt capabilities to individual requirements

Axway Managed Cloud Services for B2B at work

A large automotive supplier in Germany processes 1.5 million transactions monthly among more than 5,000 partners. With continuous exchange growth between 10 to 15% per year, a shrinking staff with adequate skill sets, and increasingly stringent SLAs, the company faced problems related to messaging and order processes that risked loss of contracts amounting to millions of euros annually. The B2B manager moved operations to Axway Managed Cloud Services for B2B and soon experienced a reduction in time needed to fix incidents from 2 hours to 2 minutes — a key metric considering they have only 15 minutes to process a customer message. Migration of about 1,000 maps was done in progressively increasing waves, dramatically reducing the risks associated with migration. The greatest benefit is that someone is always taking care of their B2B exchanges.

COST TRANSPARENCY BASED ON USAGE Fees are computed from a complete service catalog based on expected service usage	**Subscription fee:** • **Managed service subscription level.** What is the company delegating to Axway and what will be self-managed • **Sizing tier.** How many transactions per month, peak load? What is the average monthly volume of data? • **Overage.** Cost of additional unit in case of increases in load • **SLA level.** Axway proposes three levels of SLA: Platinum, Gold and Silver • **Additional options.** Does the business require any associated specific technical features at the platform level or a specific task to be delegated
COMPANY SUPPORT Customer success oriented organization	• A complete and global organization that is ready for you 24/7 • A solid, high-performance infrastructure that leverages the global cloud network of data centers • High-level security combining secure infrastructure and Axway certified people and processes. • A unique point of contact and a Customer Success Manager whose job is to ensure customer satisfaction and delivery according to the contract

MIGRATION AND TRANSITION TO THE CLOUD An industrialized approach based on business, organization, migration and financial needs	• Reversibility between cloud and on-premises • Projects are planned, managed, and followed based on Axway Service Implementation Methodology (ASIM) • Includes predefined communication rules, planning methodology, communication structure, project rules up to escalation handling • Projects are well defined through an adaptable migration approach • Proven methodology through hundreds of projects during the recent years • Content-described project ownership and responsibilities of customer and Axway

Leverage the flexibility of Axway Managed Cloud Services for B2B

- Use your solution in a self-service or totally managed model based on the level of delegation you choose

- Respond to your security and privacy constraints using a private cloud

- Choose a subscription model based on the volume of exchanged messages that adapts to evolving business and demands

- Smooth your workload by leveraging a catalog of services to address your activity constraints and peaks

- Sustain the level of business engagement with your partners by choosing the solution contract that fits your requirements: Silver, Gold, or Platinum

- Benefit from a simplified transition to the cloud that retains existing configurations and partners

- Bet safely on your future with reversibility on the same product available on premises

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Axway has provided OneHealthPort HIE with solid value. We were looking for a way to get into the market quickly and start providing services for organizations trying to meet their requirements. We needed an infrastructure that can be deployed rapidly. B2Bi and Axway Managed Cloud Services for B2B are the perfect match for us.

Sue Merk, Executive Vice President of Innovation, OneHealthPort

How one company is elevating their B2B integration with managed cloud services

Learn More $\longrightarrow$