



Effective Supply Chain Trading Partner Onboarding Strategy

Improve Customer Experience and Gain a Competitive Edge

An effective mass onboarding campaign strategy is crucial to gaining a competitive edge and to improving the customer experience across the enterprise. When trading partner networks reach critical mass, value increases exponentially. Thousands of companies connected seamlessly across a single operating platform allow participants to better conduct business with each other and leverage their collective activities to achieve operational efficiencies and significant cost savings.

Yesterday's Onboarding

Connecting a partner to a B2B network has historically involved the complex orchestration of establishing technical connectivity, exchanging connectivity information, identifying security considerations, exchanging data transformation information, establishing data standards, developing data transformation routines, establishing special processing rules, etc. The entire process could have taken between several days to many weeks depending on the trading partner systems and their capabilities.



At Elemica, we utilize a robust mass onboarding process that automates time-consuming activities, such as data gathering, communication, and testing, to reduce the cost and complexity of large onboarding programs.

[Arun Samuga, VP R&D at Elemica](#)

Tomorrow's Platform

Today, there is a new reality. Our investment in our network backbone allows customers the ability to perform extensive trading partner connectivity campaigns with high degrees of automation while reducing manual intervention. Customers will have an easy and cost effective ability to quickly onboard thousands of their trading partners to our QuickLink Network providing a high return on investment (ROI).

Network Effect

Effective trading partner onboarding campaigns create a network effect, yielding dramatic working capital reduction and improved cash flow. Traditional approaches to implementing and supporting external connectivity campaigns have been expensive and time consuming due to the myriad of technologies and formats used across thousands of customers, suppliers and logistics providers. Today, we are investing in new technologies and building powerful solutions to overcome these challenges.

The ability to automate processes across procurement, order fulfillment, and logistics requires the integration of trading partners on a robust network. Getting those partners onboarded is the important first step to establishing meaningful business collaboration. Quick and complexity free onboarding campaigns create critical mass, leading to many more mutually beneficial business relationships and a clear competitive edge for those who take advantage of these new capabilities.

