

Reinforce Partner Relationships With Informatica Cloud B2B Gateway Partners Portal

Key Benefits

- Enable partners to send and receive files through the B2B portal faster and more securely
- Allow partners to track and monitor events in real-time by sharing the status of all transactions
- Manage and exchange files with partners through HTTPs, AS2, and SFTP file servers without requiring any on-premises software
- Leverage support for most X12 and EDIFACT messages that are needed in the order-to-cash and procure-to-pay flows
- Efficiently move large files using compression or decompression (via Tar, Zip, or Gzip) tasks
- Securely move files using encryption and decryption

Empower Your Partner Ecosystem With a Secure Foundation for Collaboration

B2B integration strategy has evolved from focusing on just swapping data digitally to building trust and creating lifetime value with partners. At Informatica,® we understand the need to build solid relationships with your partners, irrespective of their size and their choice of technologies. With the addition of the B2B Partners Portal, our newly enhanced Informatica Cloud B2B Gateway provides a foundation for you to collaborate with your partners in a more reliable and transparent manner.

Deliver Increased Control Over Communications

The Partners Portal is designed to support micro-level tracking of each transaction, as well as offer a high-level overview of the trading relationship. The portal offers a web-based interface with useful features that make sending and receiving files more efficient and reliable for your trading partners, empowering them with increased control over communications and enabling them to act quickly to correct errors and address failures. The portal is designed to speed up your interaction with your trading partner community without losing sight of a single transaction.

WHAT IS PARTNERS PORTAL?

It's the web-based interface that all your partners can access for sending and receiving files. It supports easy and secured tracking of each transaction.

In addition to the Partners Portal, there have been several other enhancements to Cloud B2B Gateway that make it more secure and efficient. The tool now offers broader coverage in terms of protocols, formats, and technology. As you extend your reach to diverse sets of partners, be they global or local, technical or non-technical, it is important to take care of your partners' preferences and accommodate their limitations. These new Cloud B2B Gateway capabilities help you:

Flag and resolve issues faster: The easier and more transparent the process, the faster you can handle errors. Partners Portal provides a smooth, self-service way for your partners to monitor and track files that are exchanged with your organization. Automated tracking enables you to pinpoint problematic orders that might otherwise silently fail until it's too late to remedy them. Let's take the example of a retail company that has 50 partners. Let's say they have 80–100 EDI messages per day with each partner. That would lead to a sheer volume of 150,000 messages per month. If even a fraction of those messages need manual follow-up through emails and calls, it places a huge burden on the staff. This approach leaves a lot of room for error because transactional events can fall through the cracks due to miscommunication or delays in interaction. With Cloud B2B Gateway, all 50 partners can individually track all transactions with the retail company through a single pane of glass.

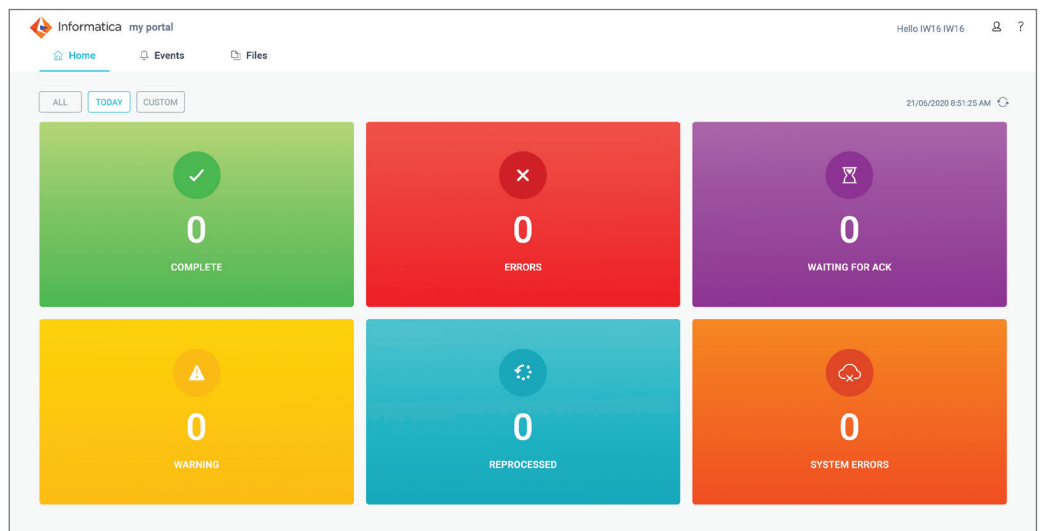


Figure 1: The Partners Portal dashboard view lets you quickly spot and remediate issues.

You can log into the Partners Portal to view the status of the files exchanged and track each file throughout the process without any extra effort.

The screenshot shows the Informatica my portal interface. At the top, there are navigation links for Home, Events, and Files. The main content area is titled 'EVENTS' and includes a filter section on the left and a table of events on the right. The filter section has buttons for 'ALL', 'TODAY', and 'CUSTOM', and a calendar for June 2020. The events table has the following columns: File Name, Event ID, Time, Status, and Acknowledgment. The table contains 17 rows of data, showing various file names, event IDs, and timestamps, along with status indicators such as green checkmarks, red triangles, and crossed-out boxes.

File Name	Event ID	Time	Status	Acknowledgment
NA	16534723	12/06/2020 12:06:35 AM	⚠	
NA	16534706	11/06/2020 11:46:56 PM	⚠	
850.edi	16534701	11/06/2020 11:40:07 PM	✅	
850.edi	16535693	11/06/2020 11:28:49 PM	✅	
output_16535686.txt	16535686	11/06/2020 11:16:46 PM	⏸	
output_16534673.txt	16534673	11/06/2020 11:15:28 PM	⏸	
output_16434963.txt	16434963	4/06/2020 4:37:20 PM	⏸	
output_16420065.txt	16420065	3/06/2020 4:00:17 PM	⏸	
850.edi	16418778	3/06/2020 3:54:22 PM	✅	
output_16418776.txt	16418776	3/06/2020 3:47:23 PM	⏸	
output_16418771.txt	16418771	3/06/2020 3:44:29 PM	⏸	
850.edi	16417929	3/06/2020 11:30:23 AM	✅	
output_16417926.txt	16417926	3/06/2020 11:27:26 AM	⏸	

Figure 2: The Partners Portal shows the status of each event.

No partners left behind: In our pursuit of leaving no partners behind, Cloud B2B Gateway now supports a wide variety of protocols and formats for EDI exchange. No matter what a partner’s choice of technology is, you will be able to smoothly carry out an end-to-end data flow between you and your entire partner ecosystem. Not only that, Cloud B2B Gateway also supports most of the X12 and EDIFACT messages that are needed in the order-to-cash and procure-to-pay flows. The objective is to ensure that different formats, protocols, and technologies do not act as barriers for your company while onboarding a partner.

A pressing challenge that many growing businesses face is the need to automate data transaction processes with partners who have limited technical knowledge. With the Partners Portal, you can concentrate on the business value partners bring to the table, rather than worrying about their technical capabilities.

Let’s put this into context using the same example as above. The 50 trading partners that work with the retail company might have different levels of IT competency—say, 40 out of the 50 partners use the AS2 or SFTP protocol as it meets their compliance requirements. The rest of the 10 small and budding players with limited resources and technical skills cannot use these protocols and therefore prefer to send files through email or other file sharing sites.

Imagine the time and effort needed to successfully complete each order if the communication were done through emails, even if you had to do it for only five partners. HTTPs file transfer through the Partners Portal is as easy and friendly as an email and yet it offers the speed, scalability, security, and efficiency of an enterprise-grade solution. The retailer could then enable a secure way to process files through HTTPs by its partners, bypassing the need to download any software or enabler.

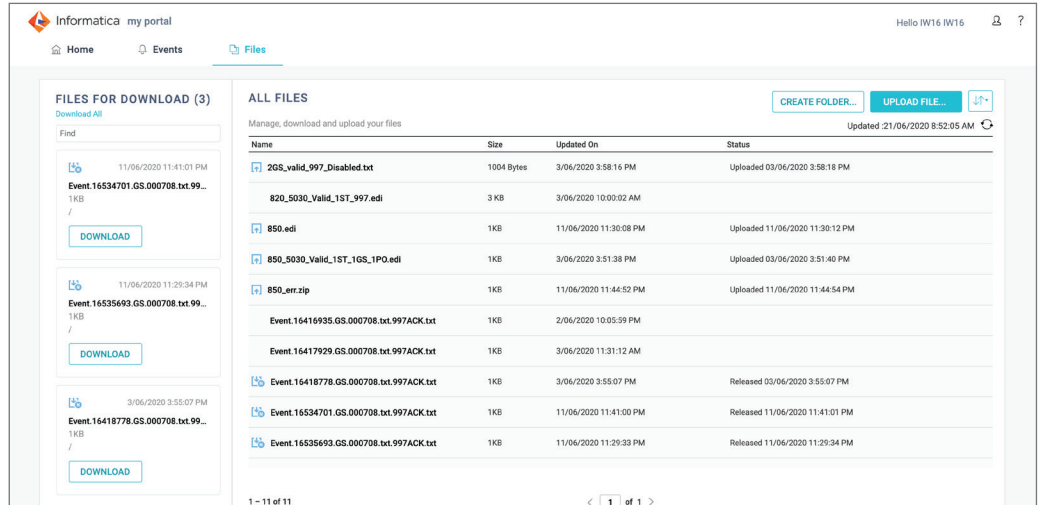


Figure 3: The Partners Portal streamlines the process of uploading and downloading files.

When you bring on a new partner, no new investment in terms of skill or technology is needed at the partner's end for this software-as-a-service (SaaS) solution. Cloud B2B Gateway now allows you to manage and exchange files through HTTPs, AS2, and SFTP file servers without requiring any on-premises software.

Secure each and every order: As you work with your partners, make sure you don't compromise on security. In our recent series of enhancements to Cloud B2B Gateway, we consistently focused on improving the security and reliability of each B2B integration.

The new file transfer tasks allow encryption and decryption of files, making them secure in transit. Sensitive data can now be encrypted before it is sent out or received through the Cloud B2B Gateway. You can configure and manage AS2, SFTP, and Proxy servers to securely exchange files with your trading partners.

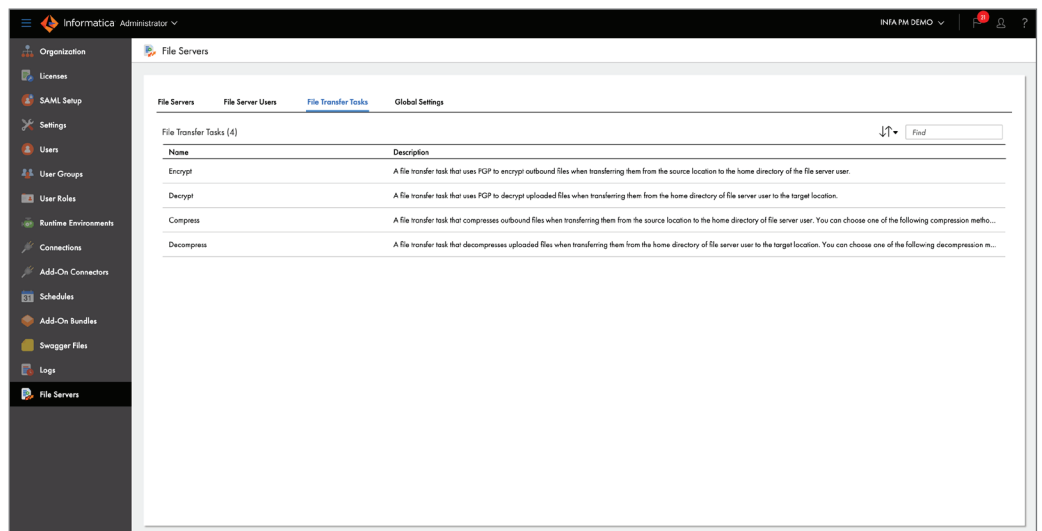


Figure 4: In this Cloud B2B Gateway server view, file transfer tasks like encryption and decryption are defined.

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category, or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities, or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Efficient file transfer and storage: The partners in your ecosystem can now work with you efficiently. You can now carry out file transfer tasks that allow you to move large files and compress or decompress (via Tar, Zip, or Gzip) files through Cloud B2B Gateway. This helps to free up resources for your network or storage.

Cloud B2B Gateway is evolving as partner relationship management takes on a new shape, enabling your partners to work with you in a more efficient, comprehensive, secure, and transparent manner. Coupled with [existing capabilities](#)—including easy partner onboarding, end-to-end file tracking, and the fast processing of partner messages using AI and out-of-the-box mapping features—these new additions make Cloud B2B Gateway a modern and intelligent EDI solution.

Next Steps

For technical details, please refer to the [Cloud B2B Gateway documentation](#).



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