Bridging the IT & Business Gap

Business **IT**

Both IT and Business agree:
B2B integration is vital to enterprises providing:

Reduced cost

58%   62%

Improved strategic relationships

54%   36%

Increased revenue

41%   33%

They disagree on the business impact of achieving B2B integration.

Business thinks integration will have a strategic impact, but doesn't have confidence in IT's abilities.

IT thinks the integration impact will be tactical, and feels expectations are unfairly high.

Business
sees IT as a speed bump

46% think relying solely on IT creates an operational challenge

37% think IT struggles to support onboarding B2B community members

33% think IT can't support member technical requirements

IT
has too much pressure and too few resources

486 average number of members in an organization's B2B community

73% of companies use email attachments for B2B communications

44% of companies use phones for B2B transactions
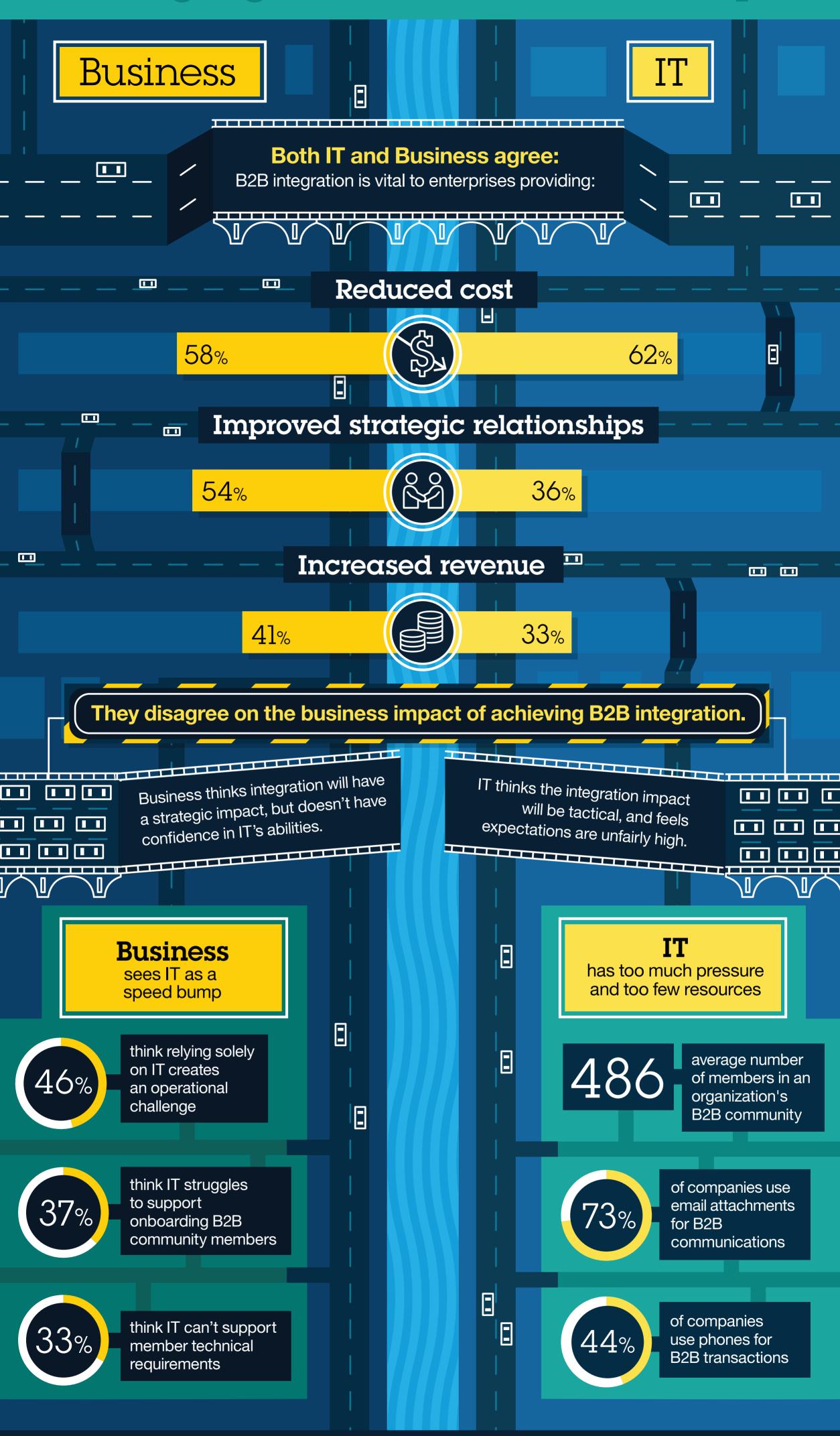
Natural adversaries? Maybe. But B2B integration depends on Business & IT working through their different viewpoints to find a way to effectively collaborate.

How can Business & IT overcome decades of mistrust?

READ THE WHITEPAPER TO FIND OUT

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