

The Nine Value Propositions of B2B Cloud Platforms

B2B Cloud Platforms

Intermediaries that bring two, or more, different types of customer groups together to facilitate commerce.



B2B Cloud Platforms enjoy the same economic benefits as all SaaS offerings, but also



Some B2B cloud platforms offer just one value proposition, most offer several highly complementary value propositions. All platforms struggle with the issue of how many value propositions to attempt to offer and in what order.

Value Proposition #1: Supply Chain Automation



Supply chain automators simply make it easier for buyers and sellers to conduct commerce electronically

Supply Chain Automation Quick Take

Value Add: Decreasing Search (buyers) and Sales Costs (suppliers)

Segments: Goods, Services, Sharing, Crowdsourcing

Examples: Ariba, Coupa, Textura, GXS, dPaaS

Value Add: Risk Reduction and Compliance

Segments: Company, Facility, Product, Lot, Individual

Examples: D&B, Achilles, Veridex, Foodbuy

Value Add: Aggregate buying power for better prices, greater volume for suppliers

Segments: Healthcare and all other

Examples: MedAssets, innovation, PREMIER, AVENDRA, Amerinet, PROVISTA, UNITED, Foodbuy

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