

B2B e-Commerce through the Looking Glass: GXS Makes its Top 10 Predictions for the Next Ten Years

GXS Subject Matter Experts Outline the Dominant Technology Trends of the Next Decade

London — January 15, 2010 — GXS™, a leading provider of business-to-business (B2B) e-commerce solutions, today announced its [Top 10 Predictions](#) for the next 10 years of B2B e-commerce. GXS subject matter experts have recently outlined the most likely trends in B2B e-commerce that will dominate the industry over the next decade. These trends span deployment models, communications trends, the environment and geographical locations.

“GXS has been at the forefront of several technology innovations for decades and we expect to continue our leadership through 2020,” said Rowland Archer, chief technology officer at GXS. “Emerging IT trends such as cloud computing, mobility and social media will be transformative forces in B2B e-commerce in the coming years. We anticipate supply chains will become more global, sustainable and demand-driven and these trends will impact B2B e-commerce strategies, standards and implementation approaches. GXS’ expertise and knowledge in these areas will help us navigate our customers through these waters going forward.”

GXS experts expect the following innovations to become embedded components of the B2B e-commerce landscape in the next decade. More detailed articles about each prediction can be found on www.gxs.com.

1. **Cloud Computing** – The cloud will introduce new levels of operational efficiency in the supply chain and B2B integration. This article demystifies cloud by explaining the three different computing layers - infrastructure, platform and application.
2. **SaaS** – SaaS applications will create exponential improvements in supply chain visibility through a new predictive insights capability. By analysing the demand and supply signals exchanged between companies, SaaS applications will offer unparalleled insights into value chain activities.
3. **Mobility** – The introduction of new, high-speed 4G mobile networks will combine with widespread adoption of smart phones to create a new category of mobile applications for corporate use.
4. **Services Oriented Architecture** – B2B integration gateways will evolve rapidly as a result of new SOA platform architectures. Corporations can expect new features in the coming years such as pre-processing business logic and real-time, business process analytics.
5. **Agile Development** – Agile development platforms such as 37Signals’ Ruby on Rails and the Django project will accelerate innovation in the B2B integration sector. Cloud computing and offshore development will combine to disrupt traditional software development models.
6. **Open Source** – Open Source will become a compelling alternative to the traditional exchange models used for supply chain integration. Manufacturers and retailers can learn from the communities of open source users in other sectors such as higher education and local government.

7. **Social Media** – Corporations should start to “friend” their trading partners in the supply chain. The up-and-coming digital generation will be employing tools such as microblogging, crowdsourcing and social networking to perform business functions ranging from marketing and product development to on-boarding and supplier relationship management.
8. **Sustainability** – The price of carbon will force corporations to rethink supply chain strategies and will force the introduction of slow-moving ocean freight vehicles as well as nuclear or wind-powered commercial vessels.
9. **Emerging Markets** –The adoption of B2B e-commerce technologies will evolve and grow in emerging markets. Several key catalysts will drive the adoption of B2B in the BRIC (Brazil, Russia, India and China) countries and other rapidly developing markets in the Middle East, North Africa and Southeast Asia.
10. **Demand Driven Supply Chains** – The widespread adoption of web 2.0 technologies will enable consumer products companies to look forward, not backwards, for demand planning. Wish lists, search analytics and product pre-order options from Amazon.com and Google will be leveraged for insights into future buying behaviors.

Recently, GXS published a look back at the trends that emerged and took hold in [B2B e-commerce over the past 10 years](#), including technologies and innovations such as Radio Frequency Identification (RFID), Collaborative Planning and Forecast Replenishment (CPFR), XML, and several others. These technologies and innovations transformed B2B e-commerce and became standard components of corporate supply chains.

About GXS

GXS is a leading global provider of B2B e-commerce solutions that simplify and enhance business process integration and collaboration among trading partners. Organisations worldwide, including more than 70 percent of the Fortune 500, leverage the on-demand services on GXS Trading Grid[®] to extend supply chain networks, optimize product launches, automate warehouse receiving, manage electronic payments and gain supply chain visibility. GXS Managed Services, GXS’ B2B outsourcing solution, empowers customers with the expertise, technical infrastructure and program support to conduct B2B e-commerce with trading partners globally.

Based in Gaithersburg, Md., GXS has an extensive global network and has local offices in the Americas, Europe and Asia-Pacific regions. GXS can be found on the Web at www.gxs.co.uk, <http://blogs.gxs.com/> and <http://twitter.com/gxs>.

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Media Contact:

Denise Oakley
Marketing Programmes International, GXS
Tel: +44 (0) 1932 776408 / +44 (0) 7768 537 481
denise.oakley@gxs.com