

## CASE STUDY

# Revitalizing niche ONLINE B2B BUSINESS COMMUNITY

**Implementing B2B initiatives requires significant investment of time and resources, stressing tight budgets and timeframes. Trading partnerships automation reduces B2B communication and long sales cycles, allowing for collaboration opportunities from the early product or service go-to-market stages. Community enrolment, participants need to find flexibility and options that suit their own business scale and framework.**

## The Idea

B2B has inherent problems from the traditional model, thus in the business environment of globalization and new commercial opportunities open in the online world, different business communities need to have their own collaborative space for commercial transaction and information exchange.

Business Community Management blends technology, business and commercial processes and communication across all business community to integrate the whole supply chain in B2B automation.

## The Challenge

Implementing B2B initiatives requires significant investment of time and resources, stressing tight budgets and timeframes. Trading partnerships automation reduces B2B communication and long sales cycles, allowing for collaboration opportunities from the early product or service go-to-market stages.

Community enrolment, participants need to find flexibility and options that suit their own business scale and framework.

## The Solution

Starting from the need of visibility in the supply chain of photonic sourcing products, OSF Global Services built a platform for knowledge sharing and commercial trading for the specific business community, removing the bottlenecks and challenges of B2B business development and automating sales and supply cycles.

## Technologies

PHP, MySQL, Linux.

## The Results

The on demand business community service provided by the platform enables users to network, automate sales and communicate efficiently across the whole supply chain, reducing costs and contributing to greater profitability. When removing the complexities and costs associated with traditional B2B commerce, the community participants can focus on greater innovation, launching products faster and allowing for stronger trading partnerships. Our team managed to develop a benchmark in fiber optic and related products trading and a benchmark for niche B2B community management systems.