



THE BASICS OF IDENTITY-ENABLED BUSINESS-TO-BUSINESS INTEGRATION

What it is

Identity-enabled B2B integration is the secure automation of business-to-business communication among large numbers of trading partners. By combining identity management with B2B integration, you can deliver the key process automation, access management, and audit control capabilities that are essential to establishing secure B2B integration with your trading partners. With the proper controls in place for sharing identity profiles and permissions with partners, you do not have to implement a separate identity management solution.

B2B integration combined with identity management addresses the need to streamline and simplify processes in transaction-intensive business environments. It delivers one solution that automates transaction management and, at the same time, centralizes access control management. This is crucial to being able to successfully manage millions of transactions, hundreds of thousands of trading partners, and thousands of disparate internal and external applications and systems in these large-scale environments.

Why we need it

Efficiently manage multiple B2B projects

B2B integration, with anywhere from tens of thousands to hundreds of thousands of trading partners, creates management challenges that traditional point-to-point integration solutions cannot address. A comprehensive solution replaces multiple point-to-point products with one comprehensive, standards-based platform that the enterprise can reuse across an infinite number of B2B projects. The alternative is to continue to try to cobble together point-to-point products from multiple vendors to address different partner requirements — an increasingly untenable option as the number of partners continues to grow.

Reduce the risk of noncompliance

As the enterprise extends access to a growing number of external partners, compliance becomes an increasingly greater challenge.

Because audits often focus on transaction auditing, many enterprises are turning to B2B gateways to gain visibility into data flows between enterprises and their trading partners. Identity-enabled B2B integration addresses this issue through message tracking, dashboards, custom reports, and tracking and reporting of all access by trading partners.

To control B2B integration costs

Establishing and sustaining B2B integration with trading partners can become extremely costly for enterprises, with potentially significant investments in manual processes, multiple technology solutions, and additional headcount to handle the increased operational and regulatory burdens. Identity-enabled B2B integration dramatically reduces these costs by automating processes associated with partner on-boarding, partner self-service, transaction management, transaction auditing, and other key B2B activities.

Such a solution further reduces costs by integrating and reusing project resources such as XML configuration documents, technical specifications, and project source files.

How it works

Sun identity-enabled B2B integration provides comprehensive tools to manage multiple B2B integration projects. Sun's approach streamlines the processes associated with establishing and managing relationships with trading partners, enables complete transaction visibility across the enterprise and extranet, and provides auditing capabilities.

How it can benefit businesses

Sun's approach to B2B integration is the only one that combines market-leading identity management with comprehensive B2B integration to securely manage and automate system-to-system communication among trading partners. It specifically enables:

- **Powerful scalability.** Sun's identity-enabled B2B solution is scalable across both the enterprise and the extranet, to hundreds of thousands of trading partners conducting millions of transactions a day.
- **Flexible infrastructure.** Sun's industry-leading expertise with open standards enables a flexible infrastructure that supports linking with legacy systems as well as developing new composite applications. Identity-enabled B2B integration from Sun is built on a service-oriented architecture (SOA)-based services methodology, so new applications can be quickly deployed by reusing resources across projects.

- **Cost-saving efficiencies.** Because there is no need to create new information-sharing processes for every trading partner, it's no longer necessary to assign an entire development team to manage every individual partner integration. The identity-enabled central repository of trading partner information requires fewer resources for ongoing management of high-volume extranet environments. Visibility into partner transactions allows better tracking of supply chain processes such as logistics and inventory, ultimately reducing errors and costs.
- **Strong transaction security.** Comprehensive transaction auditing enhances security through message formatting compliance, sender verification, and message content verification. Identity-enabled, standards-based security services deliver message encryption, identity synchronization, auditing, and other capabilities to increase security in extranet environments. The centralized repository of identity information and access privileges ensures that audit controls can be translated into digital policies to be enforced throughout the transaction lifecycle.

How Sun is leading the way

Successful B2B integration relies on open, standards-based technology that promotes interoperability among multiple trading partners and diverse IT systems and platforms. Sun has long led the way in promoting open standards, as a proponent and supporter of open source development and as an active participant in standards-setting initiatives such as the Liberty Alliance Project.

Sun has also earned industry recognition as a provider of both B2B and identity management solutions. Gartner named Sun a Visionary in its B2B Gateway Providers Magic Quadrant for Q1/2006. And the Sun identity management portfolio has been widely recognized by industry analysts. Sun Java™ System Identity Manager, in particular, has been singled out as a leader in its field in a number of analyst reports, including the Gartner User Provisioning Magic Quadrant and the Forrester Wave report on provisioning.

For more information

To learn more about Sun's identity-enabled approach to B2B integration, visit sun.com/b2b.

Learn more

Stay connected to B2B and identity management news and trends by joining the Sun Integration Insights Program and the Sun Identity Insights Program at sun.com/subscribe. As a member of each program, you will receive an eNewsletter, exclusive invitations to Net Talk events and expert exchanges, and information on upcoming events and special offers.