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WHITE PAPER

Another portal? What's in it for me?

Why a single-portal infrastructure improves partner and customer engagement and adoption

Contents

96%

of companies plan to increase their annual budget for cyber defense.

Boston Consulting Group, Is Your Supply Chain Cyber Secure?, October 20, 2023

Executive summary

In terms of trading partner management and collaboration, the benefits of implementing portals are clear. A portal provides an integrated online platform shared by organizations and their partners to help streamline processes, share information, improve payment cycles and facilitate improved communication and engagement.

The number of portals within an enterprise continues to rise each year, with most portals being specific to a platform or business workflow. Such portals create headaches for collaborative partners and B2B customers. Users frequently find that they must log in and out of multiple siloed portals to complete a single task.

This fragmented approach not only hampers the seamless flow of information but also creates unnecessary complexity in managing trading partner relationships.

To capitalize on the potential of trading partner collaboration, enterprises must shift towards more unified and integrated portal solutions. By consolidating portals into a single, secure platform, organizations can eliminate the pain points associated with multiple logins and disjointed workflows.

The future of trading partner management relies on the ability to simplify and unify collaborative processes. Organizations that successfully adopt integrated portal solutions will not only improve operational efficiency but also strengthen their relationships with partners, driving enhanced business outcomes and competitive advantage.

Connected and collaborative digital ecosystems

BCG reports the average cost of remediating third-party data breaches is $4.5 million.

Boston Consulting Group, Is Your Supply Chain Cyber Secure?, October 20, 2023

Supply chains are evolving from linear, physical constructs to complex, multi-layer digital ecosystems encompassing suppliers, customers, and partners. Organizations are extending their enterprises to leverage external partnerships, aiming to control costs, enhance targeting, accelerate sales, and drive innovation.

Achieving this requires an unprecedented level of connectivity and collaboration across the extended enterprise. However, connecting and sharing information with large partner communities presents significant challenges. Organizations must navigate numerous systems and portals and dismantle process, application, and information silos to facilitate seamless integration and collaboration.

A unified portal infrastructure is key to overcoming these challenges. By consolidating multiple, fragmented portals into a single, cohesive platform, organizations can streamline connectivity and foster seamless collaboration across their entire supply chain. This approach simplifies the integration process and enhances the overall efficiency and effectiveness of supply chain operations.

The single portal approach delivers enterprise-wide capabilities that allow for the creation of portals and communities that overcome the major drawbacks of the fragmented platform-driven portal method.

Nearly all companies —98%—have been negatively affected by a cybersecurity breach that occurred in their supply chain.

BCG

Chief amongst these drawbacks is security. Each portal adds more network endpoints that increase the surface area for attack, while a single-portal infrastructure can limit the number of entry points to one.

A single-portal infrastructure simplifies and strengthens supplier identity and access management for fast and secure collaboration around information across the extended enterprise.

Enterprise portal infrastructure vs. platform portals

As a community of global partners grows, managing partner process manually leaves room for error, adds delays to the process and makes it difficult to deliver an excellent experience. An intelligent portal solution can automate processes and workflows, improve communication and information sharing and drive supplier management and performance.

However, the buyer and supplier businesses soon find that working with multiple portals is not an ideal scenario. Platform-specific portals are limited to applications and services for a given vendor or platform.

Each of these portals has its own set of tools that are only available to users of that portal. This quickly leads to redundant tools and administrative costs, as well as inconsistent processes for security, onboarding and management and information sharing. Collaboration tools can be limited and not fit for partner communication and engagement.

Line-of-business (LOB) managers are often the primary purchasers of these portals—focusing on the needs of the vertical function rather than a cross-enterprise or end-to-end process. As other LOB purchasers do the same, a series of silos form, and often, it will take various customer portals to perform even a simple activity such as invoice processing. The result is that each business function has its own set of portals distinct and separate from other functions. (See Figure 1)

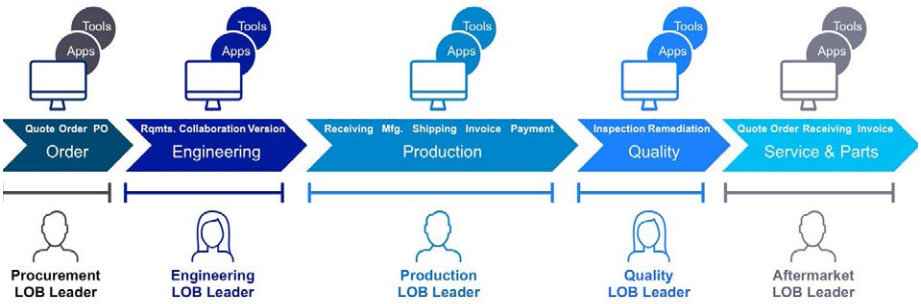


Figure 1: Line-of-business portals create information silos and user frustration

6 BlueVoyant. Managing Cyber Risk Across the Extended Vendor Ecosystem. (2021)
7 Gartner, 8 Reasons More CEOs Will Be Fired Over Cybersecurity Incidents. (2019)

This fragmented approach decreases the value of collaborative processes by creating silos that hide information, decrease user productivity, increase cost and frustrate users.

A single-portal infrastructure allows an organization to use a single portal technology, providing all communities—both internal and external—with a common set of collaboration tools that expand beyond a specific platform or business processes and support cross-functional processes.

Portals that provide process automation and workflow capabilities streamline information access and cross functional processes by quickly connecting people to needed information. Routine tasks can be automated, driving efficiency, accelerating processes and increasing enterprise visibility while reducing costs. In addition, reporting and analytics on partner and security data is available at the enterprise level to reduce risk and strengthen compliance.

Benefits of an enterprise single-portal infrastructure

Partner relationship management

Automate and simplify supplier management throughout the entire lifecycle, from onboarding to offboarding.

Partner engagement

Increase the value of every trading partner by improving communication and access to information and documentation to drive engagement and productivity.

Collaboration

Enable cross-functional and cross-application processes that improve information sharing and automate key tasks and workflows to facilitate collaboration between all parties in the supply chain.

Security at scale

Drive down the cost and risk of managing external users connecting to an enterprise through advanced identity and access management, including real-time monitoring and dynamic authorization provisioning.

Personalized experiences

Identity-driven security delivers tailored and relevant experiences for each portal user across devices.

Reduce cost and effort of global partner management

A single-portal infrastructure facilitates partner management from an enterprise perspective. As the “front door” to the enterprise for all user communities, a single portal solution can become the “extended” enterprise directory, maintaining all trading partner user and organization profiles and providing a single source of truth. It also facilitates onboarding new partners bystreamlining registration, qualification and enrollment. Workflow-driven digital processes accelerate trading partner time-to-value and eliminates thousands of hours spent on inefficient onboarding and monitoring activities.

All ecosystem users managed by the portal have access to a common set of services and tools for use across the entire ecosystem to avoid redundant administration and inconsistent or siloed processes and provide the following benefits:

Minimize the administrative burden of partner user management

A single-portal infrastructure centralizes control of all core operations and security policies for all users and organizations connecting to the enterprise. However, day-to-day user administration can be distributed to each partner to improve security and avoid costs, providing “eyes on the ground” to continuously monitor partner users, modify access as users come and go and recertify access per buyer’s governance schedule.

Onboard new trading partners quickly and efficiently

Organizations can remove manual onboarding processes and regain thousands of hours spent on inefficient onboarding and monitoring activities. Self-service, workflow-driven processes streamline registration, qualification and enrollment to accelerate trading partner time-to-value.

Standardize digital processes across the partner lifecycle

A single-portal infrastructure increases efficiency and drives predictable outcomes with consistent and automated digital processes for partner onboarding, ongoing change, offboarding, access request and approvals, authorization management, authentication management, access certification and more.

Enable self-service user administration

By providing self-service capabilities to trading partners, an organization can significantly reduce internal cost and resource requirements while improving the quality of data held on its trading partners. Partners can handle many of the user management functions to ensure that all business and product data is valid and correct. Self-service access speeds procurement, work-in-progress and payment processes.

8 KPMG, Six key trends impacting global supply chains in 2022.

Simplify security and access management

A single identity and access management platform spanning all ecosystem users and enterprise systems dramatically reduces the amount of administration. Users are provided with a single digital identity to control access to any authorized system within the ecosystem after a single login. Policy management and administration is centralized, facilitating effective authorization and authentication and ensuring authorization is withdrawn immediately to reduce the risk of ghost accounts.

Automatically detect and react to organizational change

Undetected changes in master supplier and vendor data can send operations sideways—delayed delivery, unnecessary cost and increased risk of a data breach from unauthorized access. Using a single-portal infrastructure, such as OpenText™ Automatically detect and react to organizational change, allows an organization to automatically monitor master vendor data to detect discrepancies and take the appropriate action. An organization can automatically re-apply access policies to align access with master data updates or notify the internal stakeholder(s) along with a list of pre-defined workflows to make any necessary changes. The organization can use its portal capabilities to ensure a single source of the truth for master data where appropriate.

Gain enterprise visibility and insight

Organizations gain visibility into supplier activities to help improve supplier performance and decision-making. Transparency of data across the enterprise breaks down process and information silos to feed analytics systems, which creates business insight and agility.

While platform-driven portals create friction and cost, a single-portal infrastructure centralizes administration and leverages suppliers to work collaboratively and reduce expense to the enterprise.

Harness collaboration to drive innovation

Collaboration across the extended enterprise of trading partners, suppliers and customers is a pivotal element of business today.

However, collaboration efficiency is erased by platform-specific portals that create information silos, duplicate administration costs and lack cross-functional collaboration. To generate value from changes in manufacturing methods, quality-assurance regimes or supply-chain processes, representatives from the respective functions on both sides of the partnership need to work together through seamless communications and information sharing.

Cross-functional, cross-application collaborative processes require that suppliers and other trading partners be continuously engaged, informed and productive. A single-portal infrastructure delivers advanced collaboration capabilities including:

Increasing supplier adoption

Suppliers can be deterred by the complexity, effort and digital nature of portals. With simplified and streamlined onboarding and single sign-on access to all needed resources, organizations lower the barrier to entry and make it easier for suppliers to connect and start collaborating.

Improving margins and productivity

Organizations can easily create portals that span business processes and communities. The supplier has a single place to go for all content and communications—with a single security credential for all resources. Users can quickly surface the information they need and complete key tasks, such as identifying RFTs, checking inventory levels or submitting invoices. The organization can monitor all supplier activity as a basis for supplier performance management.

Personalizing user experience

Organizations can customize content by user type, leveraging integrated identity and access management, attribute-based security and alerts and notifications. The portal personalizes the user experience and access based on the user's authorizations and accelerates collaborative work processes. The organization can easily create identity-driven journeys to dynamically expose capabilities, choices and information based on the user's authorizations, profile, preferences and relationships.

Enhance content management

The portal can integrate content and document management with social collaboration, page creation and collaboration tools. Advanced search functionality allows content to be easily and securely retrieved and shared across functions and with external partners. For some portal solutions, such as OpenText™ Core Collaboration Access, real-time alerts and notifications keep trading partners informed on new or updated content, published bulletins, exceptions, community messaging and other critical information.

Connect the right trading partners with the right information.

With a single portal infrastructure, organizations can quickly publish bulletins and other communications to highly-targeted recipients. They can identify suppliers based on granular recipient information, such as location, manufacturing, performance or quality data and deliver real-time communications and alerts to the recipient's device of choice. The most advanced portal solutions provide omnichannel communications and personalized security to enable a bi-directional flow of information to increase collaboration and trust.

Simplify and strengthen global ecosystem security

Platform-specific portals create a range of security inconsistencies with manual user administration across thousands of external users who each have multiple user IDs and passwords.

This approach is expensive and virtually impossible to scale. It also results in each new supplier endpoint representing an exponential increase in the threat surface. The organization is exposed to risks such as ghost, orphaned or easily compromised accounts, or data integrations and application access with little or no identity or access management controls.

A single-portal infrastructure leverages a single security and identity and access management (IAM) platform to secure all users, systems, operational technologies and devices. It allows administrators to automate and control identity for individual users, specific groups and entire communities throughout its lifecycle.

The business benefits from the ability to quickly create identity-driven journeys that dynamically expose capabilities, choices and information based on the user's authorizations, profile, preferences and relationships. The user benefits from a single point of access, with one set of credentials, to access all authorized resources. Vitally, the attack surface is reduced from potentially hundreds of thousands of endpoints to one.

Deploying a single-portal infrastructure, such as OpenText Core Collaboration Access, delivers secure access at scale for large ecosystems of suppliers, partners and other third parties, based around the following capabilities:

Identity management

An organization can manage identities and authorizations for the millions of people, systems and things accessing its enterprise using an innovative and scalable solution, far beyond what platform-specific portals provide.

OpenText™ Core Secure Access is the security platform for OpenText Core Collaboration Access. Securing B2B user access to enterprise resources for nearly 20 years, OpenText uses a distributed model that centralizes control of the "keys to the kingdom"—authorization and authentication policies, approval and provisioning workflows and access governance—but decentralizes control of identity administration activities to those who best know "who needs access to what, why and if it's still needed." This model improves security decisions and avoids massive costs by enabling partner administrators to perform day-to-day activities, such as adding and removing users, updating user access (request, add, modify, revoke), resetting passwords, and other activities as authorized by the customer.

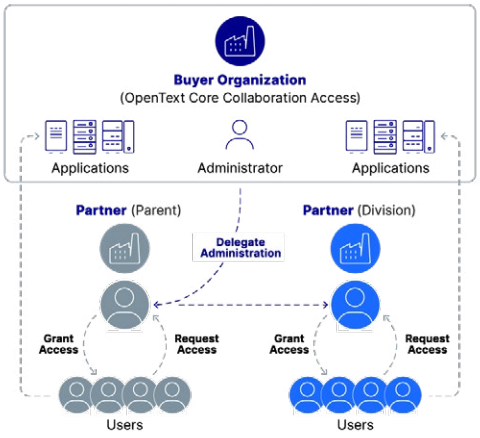


Figure 2: Distributed OpenText Core Secure Access model improves security decisions while eliminating costs

10 RiskRecon, The State of Third-Party Risk Management. (2021)

The Automotive Exchange World's largest automotive manufactures rely on OpenText Today, OpenText Core Collaboration Access is the power behind the Automotive Exchange, connecting more than 125,000 supplier organizations and OEMs.

Access management

Having a 360-degree view of risk posed by every human and non-human login enables organizations to establish the appropriate level of trust and reduce friction. Every person, system and thing authorized to access an enterprise receives a single digital ID that reflects all known accounts, authorizations, relationships, profile data, history and other information. Organizations can leverage this ledger-like capability to improve authentication and authorization decisions that facilitate secure, low-friction experiences; improve risk-based authentication (RBA) scores; dynamically adapt authorization; and scale multi-factor authentication (MFA) trust factors.

Access governance

Delegating access certification to partner administrators improves compliance posture and reduces its related cost and disruption. Designated partner administrators review and attest to the accuracy of users and application entitlements, enabling customer administrators to monitor, certify and audit all trading partner access and synchronize changes across all relevant internal and external systems. Changes made by supplier administrators are quickly surfaced to ensure compliance or activated approval where required.

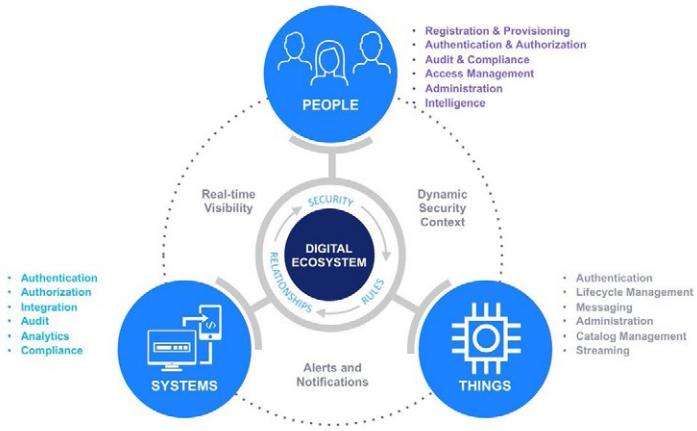


Figure 3: Securing the digital ecosystem of people, systems and things

Digital workflows: Streamline, automate and extend

Delivering secure, multi-enterprise digital processes can be complex and expensive. Platform-driven portals lack enterprise integration, creating silos that reduce productivity and increase risk. For instance, employees and suppliers often improvise collaborative and information-sharing solutions, such as email or file repositories, that are unmanaged and insecure.

A single-portal infrastructure allows an organization to introduce powerful digital processes— and automate existing manual processes—across the extended enterprise to increase the efficiency and effectiveness of working with trading partners. Users receive a highly personalized experience while the new processes encompass all the users, systems and things required to create a fully collaborative business.

Key features of the infrastructure include:

Digital process development

Take an enterprise-wide approach to create new digital processes across disjointed applications and information stores. Organizations can design and deliver cross-application and cross-enterprise workflows that include features such as dashboards, custom web interfaces, forms and governance to speed and simplify operations. New digital services can be created and rolled out incrementally to meet business needs.

Application and device integration

Organizations are not tied to the applications stack of a particular portal but can integrate all back-end business systems and provide access to them. Real-time integration with enterprise systems improves accuracy and speed and eliminates errors when working with enterprise data. The business has the flexibility to choose the best approach for sharing and exchanging information across disparate systems, processes and functions.

Enhanced, cross-cutting workflows

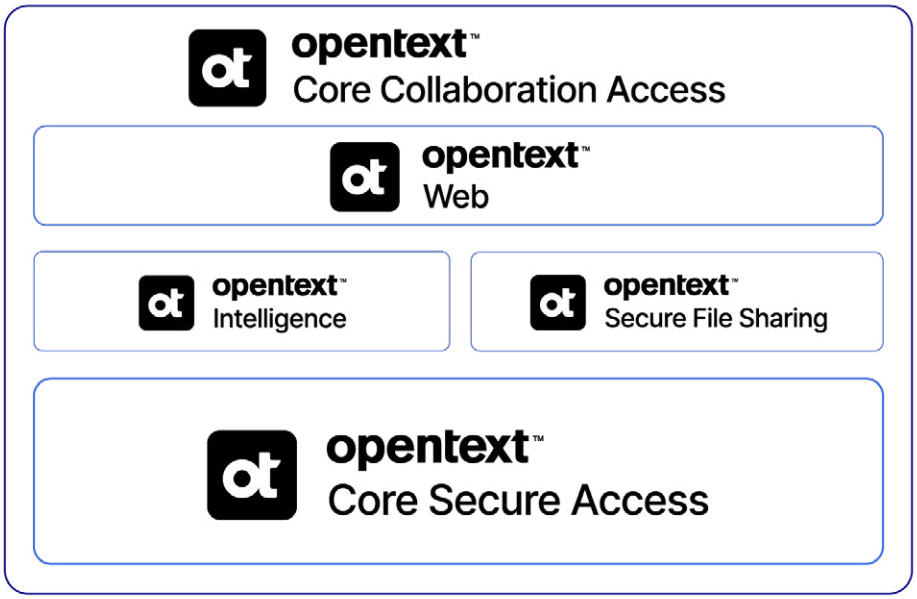
All users can quickly locate documents across information silos. Targeted search allows them to retrieve the documents they need and omnichannel communication allows effective sharing and alerting and notifications when content changes.

Streamlined journeys

Organizations can onboard new trading partners using extreme self-service capabilities that drive down the cost and disruption to register, qualify and enroll partners. This includes digitizing evidence collection, verifying data against authoritative sources and notifying staff when decisions need to be made. Streamlined end-to-end multi-party journeys minimize delays and keep processes moving, such as agent onboarding use cases involving applicants, recruiters and carriers.

A contemporary architecture to secure business ecosystems

OpenText Core Collaboration Access is built on a cloud-native platform encompassing a contemporary, auto-scaling micro-services architecture with API-first design. The platform simplifies connecting ecosystems across complex, uncertain environments, yet is easily extended to meet the future needs of any value chain.



OpenText Active Access key components

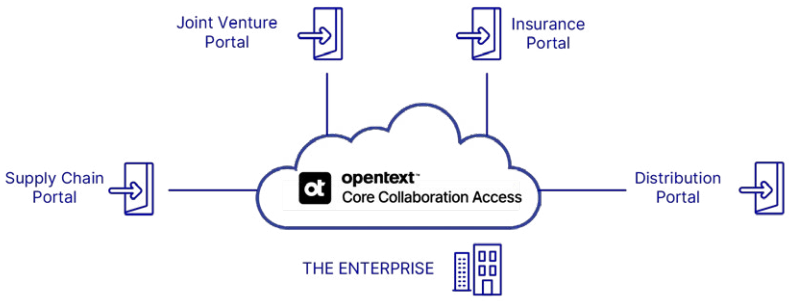
The power of OpenText Core Collaboration Access

OpenText Core Collaboration Access gives diverse supplier networks simplified and secure access to enterprise information. It's a cloud-native service that delivers collaboration throughout the extended enterprise, with a secure, single point of entry for all suppliers, partners, distributors, customers and other communities, and the flexibility to create digital process flows.

OpenText Core Collaboration Access combines:

- **Robust collaboration capabilities** to keep trading partners engaged with real-time communications and secure content sharing.
- **Ecosystem creation and management** to empower customers to securely build and connect integrated business networks to enterprise services and collaborative processes, irrespective of industry and geography.
- **Application and device integration** to distribute critical information, notifications and alerts wherever needed, and collect device and sensor data.
- **Governance and lifecycle management** to keep large ecosystems secure and compliant, and allow them to scale without increasing internal resources.
- **Identity and access management**, which underpins the entire platform by securely connecting any person, system or thing to any authorized enterprise resource.

For more than 20 years, OpenText Core Collaboration Access has helped organizations manage and engage thousands of trading partners and millions of users while reducing cost, effort and risk. OpenText Core Collaboration Access creates value for organizations in any industry by simplifying and securing access to end-to-end collaborative business processes and applications (see Figure 4).



Ecosystem services

- Single sign-on
- Content management
- Real-time communications
- Reporting and analytics
- Governance and compliance
- Lifecycle management
- Secure file exchange

Customize landing pages with a selection of tiles tailored for the users' job roles

OpenText Core Collaboration Access: At a glance

- A single portal infrastructure for 123,000 supplier companies and 725,000 supply chain professionals
- A single portal technology that supports any number of applications, processes or partner communities
- A single secure entry point for all external access
- A single point for supplier engagement, communication and collaboration
- A single standardized process for onboarding, offboarding, authentication and authorization, lifecycle management search and retrieval, and other security and collaborative functions
- A single identity and credential for all resources a user is authorized to access
- A single platform for reporting, auditing, analytics and compliance
- Global, multi-language support for global supplier portals

As global organizations rely more heavily on digital ecosystems of suppliers, customers and partners to ensure supply chain agility and resilience, the vulnerability of line-of-business based, platform-driven portals becomes more pronounced. The cost, risk and complexity of managing hundreds of portals with hundreds of thousands of users rise almost exponentially. OpenText Core Collaboration Access provides a single infrastructure, with powerful and unique security and collaborative features, which connects global supply chains while reducing costs and internal resources.