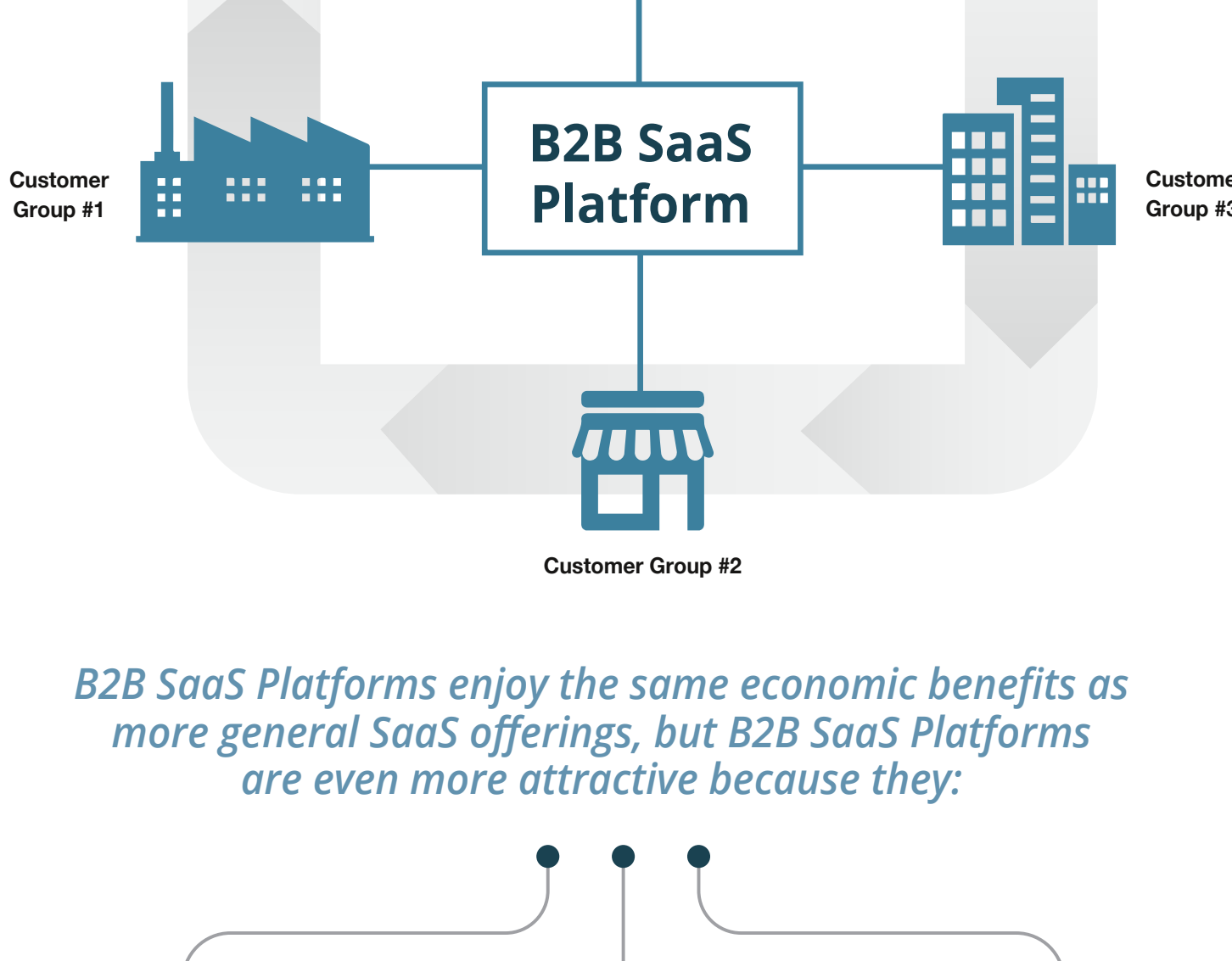


# THE NINE VALUE PROPOSITIONS OF

# B2B SAAS PLATFORMS

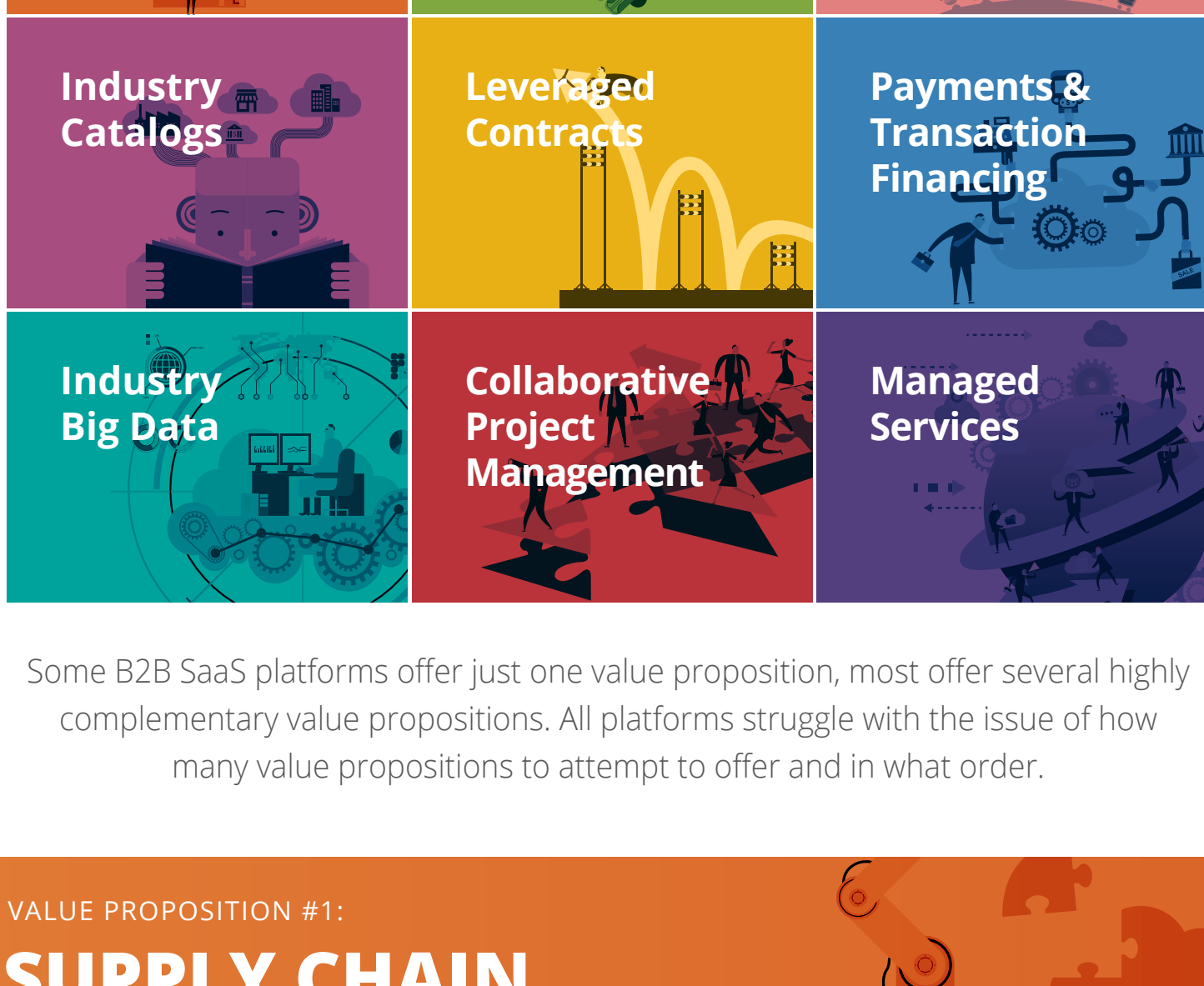


Intermediaries that bring two, or more, different types of customer groups together to facilitate commerce.



B2B SaaS Platforms enjoy the same economic benefits as more general SaaS offerings, but B2B SaaS Platforms are even more attractive because they:

- Take full advantage of the massive multi-tenancy made possible by the cloud
- Benefit from network effects and "winner-take-all" outcomes
- Often have diversified revenue streams



Some B2B SaaS 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

### QUICK TAKE

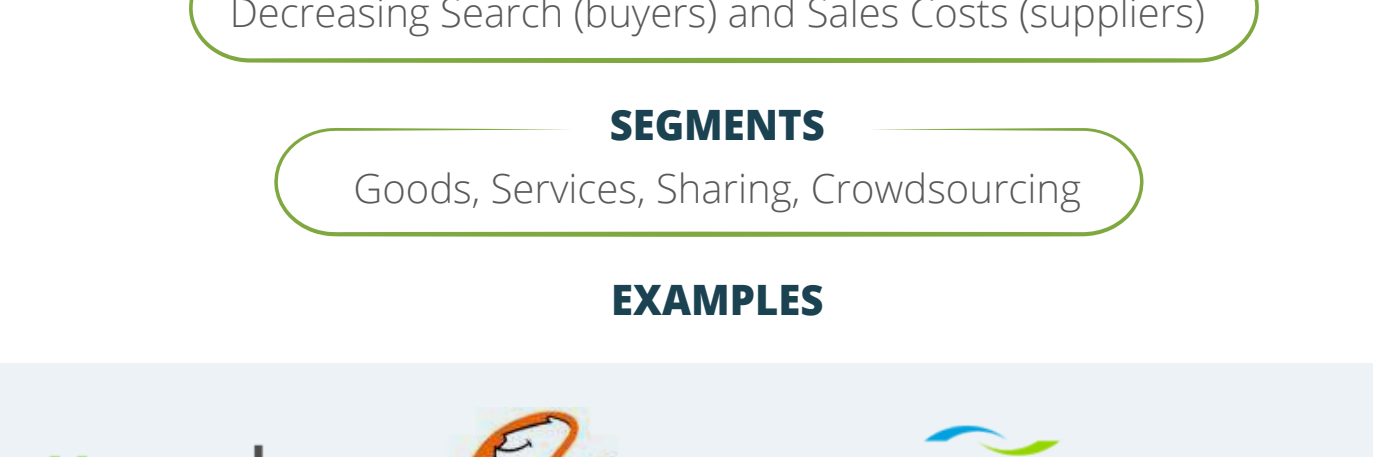
#### VALUE ADD

Elimination of paper and automation of workflow

#### SEGMENTS

Financial Supply Chain, Physical Supply Chain, Indirects and Services Supply Chain and Risk Management Supply Chain

#### EXAMPLES



## VALUE PROPOSITION #2: MATCHMAKING

### QUICK TAKE

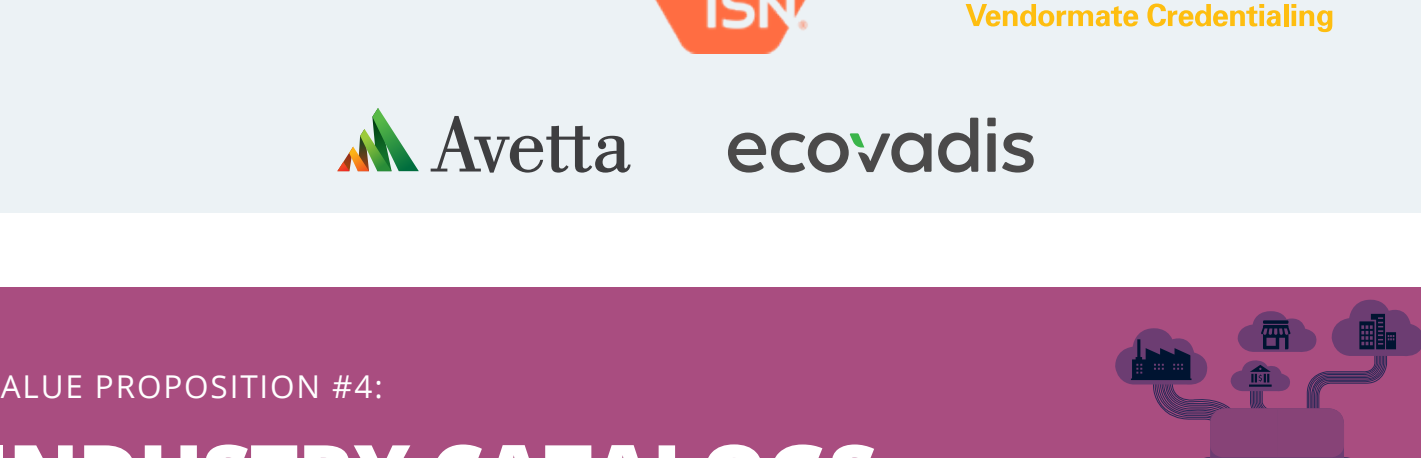
#### VALUE ADD

Decreasing Search (buyers) and Sales Costs (suppliers)

#### SEGMENTS

Goods, Services, Sharing, Crowdsourcing

#### EXAMPLES



## VALUE PROPOSITION #3: CREDENTIALING

### QUICK TAKE

#### VALUE ADD

Risk Reduction and Compliance

#### SEGMENTS

Company, Facility, Product, Lot, Individual

#### EXAMPLES



## VALUE PROPOSITION #4: INDUSTRY CATALOGS

### QUICK TAKE

#### VALUE ADD

Search and compare the previously unsearchable

#### SEGMENTS

Products, Services

#### EXAMPLES



## VALUE PROPOSITION #5: LEVERAGED CONTRACTS

### QUICK TAKE

#### VALUE ADD

Aggregate buying power for better prices, greater volume for suppliers

#### SEGMENTS

Healthcare, Hospitality, Construction, Corporate and Government Indirect

#### EXAMPLES



## VALUE PROPOSITION #6: PAYMENTS & TRANSACTION FINANCING

### QUICK TAKE

#### VALUE ADD

Payments automation and/or credit arbitrage at invoice level

#### SEGMENTS

Buyer Contracted, Supplier Contracted

#### EXAMPLES



## VALUE PROPOSITION #7: INDUSTRY BIG DATA

### QUICK TAKE

#### VALUE ADD

Transparency and insights based on specialized data

#### SEGMENTS

Price, Quality, Performance/Outcomes

#### EXAMPLES



## VALUE PROPOSITION #8: COLLABORATIVE PROJECT MANAGEMENT

### QUICK TAKE

#### VALUE ADD

Improved Design to Launch process

#### SEGMENTS

Products, Projects

#### EXAMPLES



## VALUE PROPOSITION #9: MANAGED SERVICES

### QUICK TAKE

#### VALUE ADD

We manage the suppliers or customers for you

#### SEGMENTS

Buy-side and Sell-side

#### EXAMPLES

