

Overcoming Cost as a Barrier to Digitalisation

Jonathan Forshaw – B2BE Limited

Barrier to Digitalisation – Cost of Entry

Who Benefits?

Wholesaler

Trading Partner	High	?	✓	✓
	Medium	✗	?	✓
	Low	✗	✗	?
		Low	Medium	High
		Transaction Volume		

Overcoming the Cost of Entry Barrier

B2BE's Proposed Approach to EDA Member Solution

