

The New B2B Imperative:

Real-Time, SAP-Connected Commerce

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By **Gerald Schlechter**, Founder & Chief Strategy Officer, enosix

B2B buyers now expect the same transparency, speed, and self-service they get in B2C, even when the back office is complex. That expectation is no longer “digital maturity.” It’s competitive pressure.

For SAP-centric enterprises, the gap is rarely ambition. It’s architecture.

Most commerce initiatives fail for one reason: the customer experience can only be as trusted as the data and logic behind it. If a portal shows one price, inventory position, or promise date, and SAP executes another, the business pays for it. It shows up as order fallout, manual rework, credits and rebills, margin leakage, delayed cash, and customer distrust.

This is why the new B2B imperative is not just digital enablement. It’s digital precision: real-time experiences that reflect SAP execution truth at the moment of decision.

CFO Value Map: Where the Truth Gap Hits the P&L

Real-time SAP truth in commerce reduces leakage, cost, and risk

Revenue	Higher conversion; faster quote to order; fewer abandoned carts
Gross Margin	Less discount leakage; fewer pricing errors; fewer credits & rebills
Cost-to-Serve	Fewer manual touches; fewer exceptions; lower support burden
Risk / Compliance	Fewer audit surprises; stronger governance; consistent system of record answers

Source: enosix analysis

Digital Experience Is Now a Revenue and Margin Decision

B2B commerce is undergoing a structural shift. Digital enablement was about putting a process online. Digital experience is the end-to-end buyer journey, across channels, with answers that hold up when execution begins.

McKinsey’s research on B2B growth¹ is clear: winning digital experiences must be real-time and omnichannel. Buyers expect to research, evaluate, order, and reorder across channels without friction. When that experience breaks, they do not wait. They switch.

McKinsey quantifies the impact: more than half of buyers are likely to switch suppliers if they do not have a smooth experience across channels, and 54% cite poor-quality digital customer experiences as a reason to go elsewhere.

Deloitte reinforces the economic reality behind that behavior²: 91% of buyers are more likely to purchase from suppliers that are easy to do business with, and 79% are willing to pay a premium for that convenience.

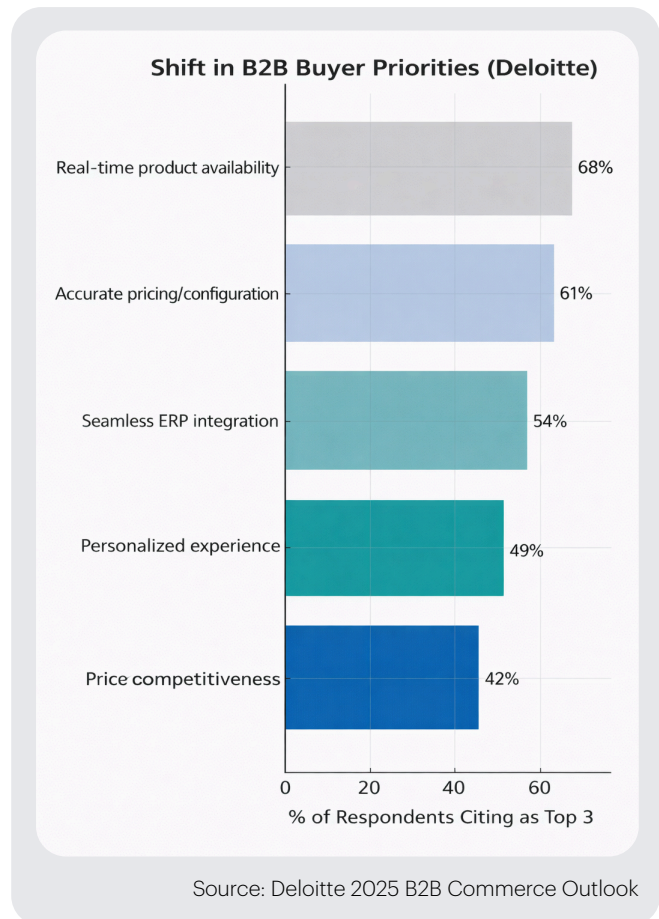
The experience is not a website. The experience is the business reality behind it.

Omnichannel Commerce is Not Just for Buyers

Omnichannel is often framed as a customer experience initiative. In practice, it is also an operating model issue.

Deloitte's 2025 B2B Commerce Outlook³ surfaced a blunt conclusion: the biggest revenue blocker is being "hard to do business with." The symptoms are familiar: customers can't track orders, response times lag, teams drown in manual email workarounds, and getting answers from the back office takes days instead of minutes. In Deloitte's outlook, common symptoms included: unable to track orders, cumbersome interactions, slow responses, being behind competition, and "two days to get information from the back office."

When the back office cannot provide real-time answers, front office teams compensate with manual effort. That effort is expensive. It does not scale. Deloitte also found that 68% of executives agree that a real-time, seamlessly integrated sales-and-commerce experience across the front office and back office is a top priority.



The Truth Gap: Where Commerce Breaks

Most SAP-connected commerce architectures create two versions of reality: the "system of interaction" (portal, CRM, commerce) and the "system of record" (SAP execution).

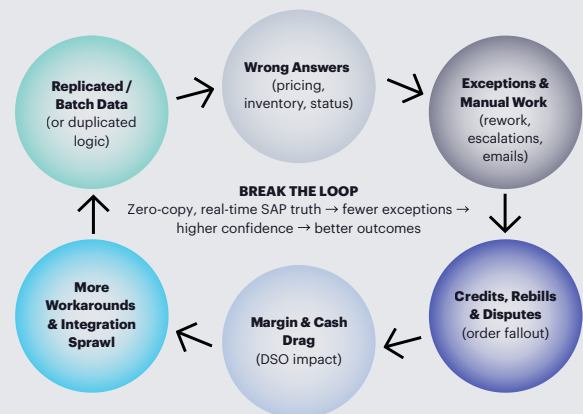
When those systems disagree, exceptions multiply. Sales loses credibility. Customers lose trust. Finance absorbs the cost.

This is where AI significantly impacts the situation. AI-driven search and autonomous workflows cannot rely on vague promises of "we'll get back to you."

If your digital experience fails to provide accurate SAP-based answers, AI will only amplify confusion and disputes. Conversely, if it does deliver accurate information, AI can transform into a powerful engine for productivity and revenue.

Truth Gap Flywheel: How Latency Creates Exceptions (and Leakage)

When experiences run on replicated/batch data, errors multiply: real-time SAP truth breaks the loop.



Source: enosix
(informed by Deloitte 2025 B2B Commerce Outlook)

Digital Maturity Means Integration Maturity

The new B2B imperative that dictates competitive position is digital maturity. Digital maturity is ultimately integration maturity.

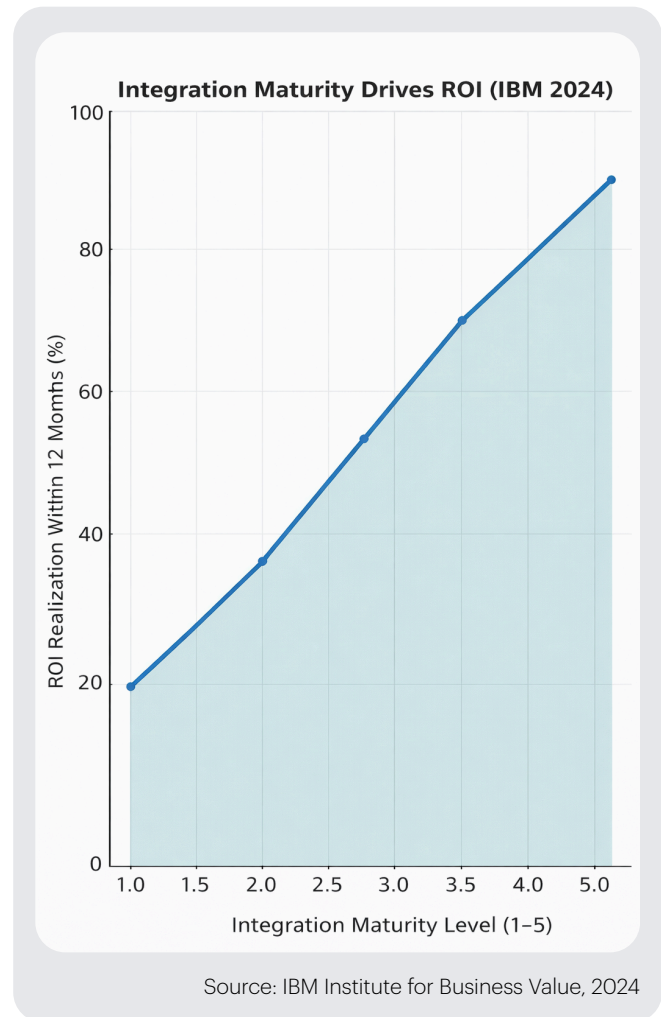
IBM Institute for Business Value⁴ has consistently highlighted that connected enterprises outperform peers across growth and productivity. IBM's Integration Study found that mature integration architectures can deliver 2–4x faster innovation cycles and 50% lower operating costs. IBM also noted that connected enterprises report stronger revenue growth, profitability, innovation, and customer engagement than peers. For a \$19B company, connected platforms could mean roughly \$140M in additional revenue.

The takeaway is straightforward: the common thread among leaders is real-time connection between front-end experiences and back-end sources of truth.

For companies running SAP at their core, that connection has historically been difficult. That constraint is now being removed.

Integration maturity is not a technical milestone. It's a financial one. IBM found that organizations modernizing integration are:

- 2x more likely to report positive ROI within the first year
- Up to 50% lower integration maintenance costs
- 25–40% shorter time-to-market for new digital capabilities



What Digitally Precise, SAP-Connected Commerce Looks Like

American Air Filter International (AAF) faced a challenge many B2B organizations recognize: customer-facing portals with information buyers didn't trust. Manual updates and stale data limited adoption and scalability.

AAF virtualized real-time SAP data, logic, and processes directly into its dealer portal. In the first 90 days, the impact was meaningful: rapid distributor growth, improved efficiency, and 100% order accuracy – with downstream benefits across manual workload reduction, risk mitigation, and recovered revenue.

Downstream impacts included:

- 8 hours/week per rep saved on manual tasks
- \$3M in risk exposure avoided
- 13% abandoned cart losses eliminated

The pattern is consistent: when certainty replaces synchronization, commerce stops being a cost center and becomes a performance lever.

The Path Forward

For SAP-centric enterprises, the core constraint is not the front end. It is the gap between what the front end promises and what SAP will execute.

enosix removes that gap by virtualizing live SAP data, logic, and processes directly into customer-facing applications. There is no replication layer, no nightly batch dependency, and no competing versions of truth. SAP remains the system of record. Digital experiences operate on real-time SAP execution.

The enosix approach delivers measurable outcomes: ROI realized in under 12 months, elimination of order errors and manual interventions, 4–6x faster deployment versus custom or middleware-based integrations, and up to 70% lower total cost of ownership.

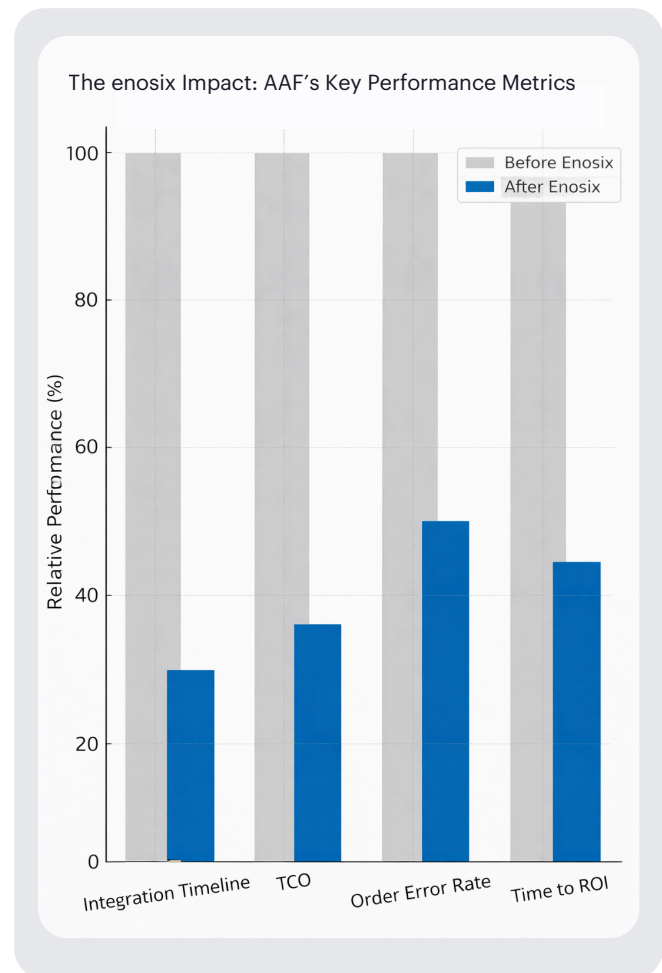
Net impact: faster quote-to-order cycles, lower cost-to-serve, and higher customer confidence.

Strategic Takeaway

Budgets are tightening, but expectations are not. CEOs, CFOs, and CROs still expect digital experiences that deliver speed, certainty, and financial performance – without added operational drag.

Real-time, SAP-connected commerce is no longer a future state. It is a competitive necessity. Enterprises that close the truth gap gain a durable advantage: faster revenue capture, stronger margins, lower cost-to-serve, and reduced risk.

The question is not whether to close the gap. It is whether you move early and lead, or get forced to follow.



About the Author

Gerald Schlechter is Founder and Chief Strategy Officer of enosix, where he has spent two decades architecting integration solutions that eliminate the gap between digital experience and back-office reality. He advises enterprise organizations on commerce modernization, integration strategy, and the business impact of architectural decisions.

Sources:

1. McKinsey & Company, How B2B digital leaders drive five times more revenue growth than their peers (2016)
2. Deloitte Digital, Reframing Revenue Growth from Front to Back (2024)
3. Deloitte, B2B Commerce Outlook 2025, survey of 500+ B2B enterprises (2025)
4. IBM Institute for Business Value, Intelligent Integration Study (2024)