

## CASE STUDY: GXS Research Programme

GXS delivers global B2B e-commerce integration solutions to over 70 percent of Fortune 500 companies. Through its key offerings, GXS Trading Grid® and GXS Managed Services, GXS enables simplified document exchange, enhanced supply chain visibility and streamlined communications with trading partners.

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### Business requirements

GXS are committed to understanding their customer and prospect market to ensure that they are consistently providing a service that meets the needs and expectations of their customers, while being focused on promoting their businesses' 'thought leadership' position, associating their brand with key learning institutions and research reports to reinforce their status as supply chain experts.

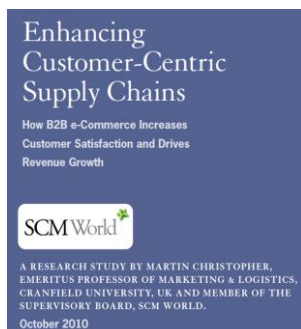
GXS wanted to gain a greater understanding of the current 'state of the art' within the supply chain industry and how organisations are exploiting the opportunities for collaborative working through the use of B2B e-commerce solutions. Their brief was to design, develop and implement a bespoke research and demand generation programme specifically branded and produced in association with SCM World (a RaptureWorld company), the leading online institute for supply chain learning and training, with the aim of delivering a white paper coupled with a global webinar that not only delivered critical intelligence on current and future trends in B2B e-Commerce, but also aligned thought leadership and demand generation together in one project.

GXS turned to RaptureWorld to deliver the entire project.

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### The RaptureWorld solution

#### Whitepaper:



[Read the full white paper here](#)

RaptureWorld collaborated with Cranfield University to develop a research questionnaire designed to draw key insights from global, senior supply chain executives around the current and future challenges and trends of customer-centric supply chains and B2B e-commerce. Following design of the questionnaire, we leveraged our global network of senior supply chain executives to promote the survey, achieving response from over 800 senior supply chain executives from process and discrete manufacturers and retailers, giving a substantial market sample from which clear trends were identified and valuable insights delivered.

Having gathered and collated the primary research, we again engaged Cranfield University to construct a thorough summary in the form of a high-level white paper which would deliver clearly and concisely the key themes and trends identified and what these mean to organisations running global supply chain operations optimised using B2B e-Commerce. To supplement this initial research we also engaged the Chief Supply Chain Officer from a global electrical distributor who wrote an executive summary, providing an industry perspective on the report.

### Global Webinar (External):



[Download a copy of the webinar slide deck](#) and/or [watch a recording of the live webinar](#)

Once the white paper was completed, GXS wanted to further utilise our global supply chain network to promote the final report and drive demand for their solutions. RaptureWorld provided a turnkey solution to produce, market and execute a live global webinar attracting over 500 attendees. GXS were able to customise registration for the webinar, profiling all attendees prior to, and conduct live polling during the live event. This information provided the basis for the post-engagement lead generation activities which were managed by GXS.

### Global Webinar (Internal):

Prior to the release of the white paper, we ran a live (private) webinar specifically for the global GXS sales and marketing team. The result of this webinar was that the entire GXS team globally, were aligned with a consistent message to take to market and had the opportunity to ask us and Professor Martin Christopher of Cranfield University specific questions around the results of the report.

### Promotional Video:

To accompany the white paper, and for use at the annual GXS customer and partner conference, RaptureWorld produced an interactive video. Featuring Professor Martin Christopher, this video discusses the report, its findings and key lessons learned, and proved to be an engaging way in which to introduce the report during the conference, while also providing a key asset for use as part of GXS' final report download micro-site.

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### The results

- Produced industry leading survey
- Acquired over 800 senior supply chain executives to complete the study
- Wrote detailed white paper
- Acquired 'C-Level' industry leader to write executive summary
- Produced and executed internal webinar for global GXS team
- Produced, marketed and executed global webinar attracting over 500 attendees
- Produced promotional video to accompany release of white paper

Ultimately, GXS have been able to associate their brand with a widely recognised and hugely respected supply chain institute, SCM World, positioned themselves globally as thought leaders and generated a huge amount of interest in their products and services.

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For more information on RaptureWorld's services contact:

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