

# MAKE OR BUY IN DIGITAL SALES

Comparison of In-House  
Development and an  
Industry Platform



# FOCUS ON COSTS, EFFICIENCY AND TIME-TO-MARKET: GUIDANCE FOR MANAGEMENT, IT AND SALES

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# 1 EXECUTIVE SUMMARY

In times of growing digital demands in B2B business, companies are faced with the strategic decision of whether to invest in the independent establishment and further development of digital sales channels or to rely on established industry platforms

This 'make or buy' question has become increasingly important in recent years: Competitive pressure in technical trade is increasing, IT resources are scarce, and the trend towards online sales continues unabated. Customers expect seamless, automated procurement processes, and more than half of small and medium-sized enterprises plan to further increase their spending on online procurement<sup>1</sup>. At the same time, issues such as security, scalability and continuous development place high demands on expertise and investment. For decision-makers, it is therefore no longer just about technology, but about **efficiency, speed and sustainable profitability** throughout the entire sales process.

This white paper compares three digital B2B sales channels: the company's own web shop, direct connection via EDI or API – i.e. standardised electronic interfaces for automated data exchange with selected business partners – and the use of an industry-specific B2B platform. Based on studies, key figures and evaluation criteria such as **total cost of ownership, time-to-market, scalability, process efficiency and return on investment** are analysed to provide decision-makers with sound guidance on which channel makes the most economic sense under which conditions.

**MAKE FEELS LIKE CONTROL.  
BUY IS ECONOMICALLY  
SUPERIOR.**

**Full control over technology, but increasing complexity, costs, and dependencies on internal resources.**

- Greater total cost of ownership (TCO)
- High initial investment
- Linear scaling (each expansion = a new project)
- Higher internal IT and maintenance expenses
- Longer time-to-market



**Standardization replaces custom integrations. Complexity is shared collectively.**

- Shared infrastructure costs
- Fast implementation
- Scalability through network effects
- Lower TCO
- Centralized development & security



## KEY RESULTS

### Webshop developed in-house

An in-house web shop offers full control over the range of products and functions but involves very high initial investment and ongoing maintenance costs. Depending on requirements, it takes between **3 and 12 months to develop**<sup>2</sup> and incurs **initial costs in a range between ca. USD 70,000 and ca. USD 250,000**<sup>3</sup>. In addition, there are considerable annual expenses for operation, hosting, security and further development. The implementation time until go-live is correspondingly long, and the ongoing costs result in a high TCO. The break-even point is typically only reached after several years.

### Direct EDI/API connection

An EDI connection enables efficient and largely automated order processing – order cycles can be significantly shortened and error costs substantially reduced. Once an interface has been established, only low unit costs are incurred per order.

However, each integration must be implemented individually for each business partner, which involves high initial costs. Depending on the company's size and integration complexity, standard projects typically fall within the **mid four-digit to low five-digit US dollar range**; individual sources cite up to USD 50,000 per integration<sup>4</sup>. Added to this is the need for specialist knowledge of different data standards and ongoing maintenance and support costs. Furthermore, EDI is primarily suitable for existing business relationships and is not supported by all business partners, which limits the scalability of the model.

API integrations offer greater flexibility than EDI, as they are easier to integrate into modern IT environments and support synchronous processes as well as direct ERP connections without requiring additional middleware or an EDI manager. However, the significant effort associated with each new partner integration remains, with **initial costs starting at approximately USD 50,000**<sup>5</sup>. Since APIs frequently require updates, version changes, and adjustments, they create an ongoing need for maintenance and development. While scalability is generally better than with EDI, it remains challenging overall.





## Industry-specific platform

Established industry platforms use a shared infrastructure, so providers **do not need to develop their own system solutions**. Effort and costs are largely eliminated or occur only once. A single connection to the platform replaces the multitude of individual integrations with individual business partners. At the same time, all partners can be reached, regardless of their technical connection or data formats, which reduces complexity and costs.

The **development and operating costs are spread across many participants**. This significantly reduces the initial investment, and the break-even point is often reached after just a few months. The **time to market is particularly short**, as existing structures can be used immediately, and new partners can be quickly connected via the platform network.

Updates, security and further development are implemented **centrally by the platform operator**, so that all participants benefit from joint innovation and standardisation. Overall, this model offers the lowest TCO.

“An industry platform is more than the sum of its parts. It multiplies the benefits for all market participants and achieves genuine network effects that no single company could achieve on its own. It makes trade more efficient and drives the entire industry forward.”

**Bryan Marschall**  
EVP Process Solutions  
TecAlliance



## CONCLUSION

While in-house developments offer full control over functions, data and brand image, they are expensive, maintenance-intensive and slow to roll out. Direct EDI or API connections are particularly suitable for large individual customers, but they quickly reach their limits when it comes to scaling and maintenance. Neutral, industry-specific platforms combine cost and process efficiency with rapid scalability, offering the most sustainable and economical solution for digital B2B sales.

## 2 COMPARISON OF SALES CHANNELS BY ECONOMIC CRITERIA

### TOTAL COST OF OWNERSHIP

The Total Cost of Ownership (TCO) is the sum of all direct and indirect costs incurred over the entire life cycle – from initial setup to ongoing operation, maintenance and scaling. In addition to the acquisition costs, this also includes recurring costs such as hosting, licences, development work, maintenance, marketing and any transaction fees that may be incurred.

#### Own Web Shop/In-House Solution

An in-house developed B2B e-commerce solution requires a high initial investment followed by ongoing IT costs. Studies and market analysis estimate the **implementation costs** for a B2B web shop solution at between **USD 70,000 and USD 250,000<sup>6</sup>**, depending on the range of functions, degree of integration and individual customisation. Comparable analyses from the deployment model Build Your Own Cloud (BYOC) show that complex company-owned platforms including infrastructure can cost **up to USD 600,000<sup>7</sup>**.

In addition to implementation costs, there are significant **ongoing expenses for maintenance, security and further development**. Software must be updated regularly, security gaps closed and user interfaces and guidance adapted to new market and customer requirements. It is precisely this continuous further development that is considered **the biggest driver of TCO**, as it requires specialised resources and long-term investments. Major costs are not only incurred during the initial setup, but also by the ongoing deployment of internal development teams, hosting, security measures and regular updates.





## Direct Interfaces (EDI/API)

Connecting each customer via an individual EDI or API interface is expensive and complex. A key cost driver is the interface operator's compatibility requirement: in the B2B environment, there is a **wide variety of eProcurement and shop systems**, ranging from global providers to industry-specific and regional solutions. Even if not all of them are integrated, each interface must work with the systems of the respective customers.

And **standards are often only theoretical**. EDIFACT ORDERS, for example, exists in hundreds of variations. In practice, almost every customer uses its own variant. As a result, every customer connection becomes a small-scale custom development project, with varying mandatory fields, data formats, endpoints, and API versions. Each integration must be individually mapped, tested and maintained. And maintenance does not end with the go-live either. **Customer systems are constantly changing:** new API versions, certificates, security requirements, additional mandatory fields, new features or document types. Each direct connection is a 1:1 relationship that keeps on requiring enormous effort.

This structural complexity has a direct impact on the TCO. In addition, personnel risks such as staff turnover increase costs, as expertise is easily lost. Even though external integration service providers can reduce implementation expenses, **hidden costs** for partner onboarding, system maintenance, adaptations to new standards and the use of internal developer resources are often underestimated. As a result, the TCO over the entire life cycle is significantly higher than originally calculated and ties up internal IT capacity in the long run.

## EACH INTERFACE MUST WORK WITH THE SYSTEMS OF THE RESPECTIVE CUSTOMERS.

Depending on the size of the company and the scope of integration, setup and operating costs typically range in the **mid five- to six-figure US dollar range**<sup>8</sup>:

Project Size	Initial Cost (Setup)	Operating Cost
Small company (EDI)	A few thousand USD	300 USD monthly
Medium-size/growing company (EDI)	15,000 - 50,000 USD	5,000+ USD per year
Large company integration (EDI/API)	50,000+ USD (EDI) 50,000+ USD (API initial)	10,000 - 50,000+ USD (EDI) 50,000 - 150,000 USD (API) per year



## Industry Platform (External Solution)

Using an neutral, industry-specific B2B platform, such as TecCom, distributes development and operating costs across many participants. The initial connection to the platform is typically significantly cheaper than in-house development and, in the cloud scenario mentioned above, amounts to **only around one third of the initial project cost**.<sup>9</sup>

The reason: with a platform solution, there is no need to build technical infrastructure from scratch. A company only connects one standardised interface to its ERP system, while architecture, hosting, security, scaling and further development are provided centrally by the platform operator. In contrast, in-house development requires complex setup, from architecture design and custom interfaces to data integration, security, hosting, and monitoring, which drives most initial costs.

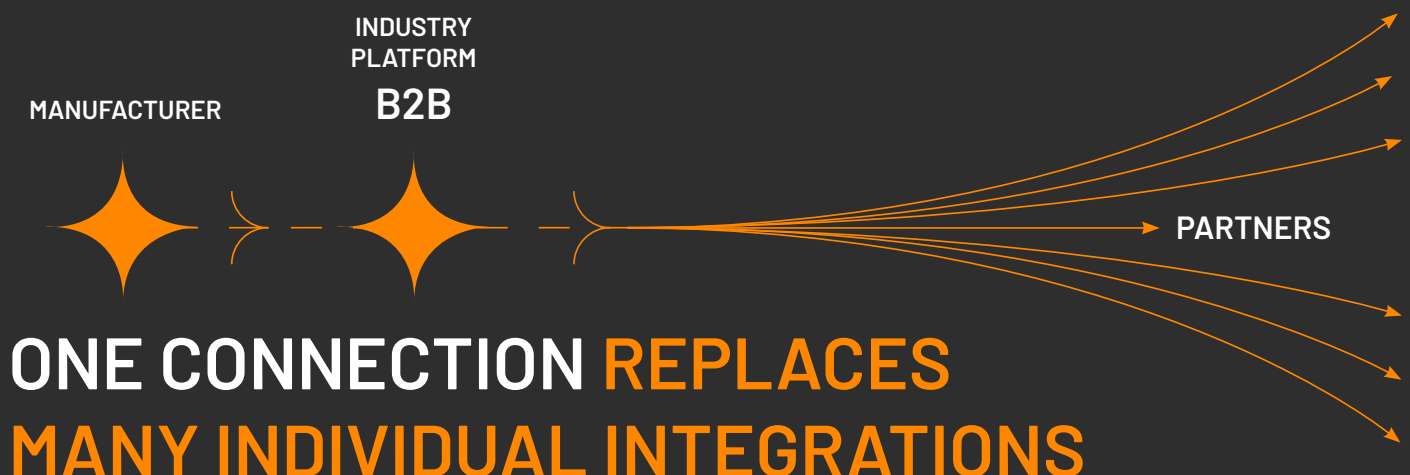
Studies and market analyses on external B2B integration solutions show that outsourced, centralised and standardised solutions have **20–40% lower implementation costs** and **60–80% lower integration costs** than in-house developments. Connecting to a standardised industry platform realistically costs around **one third** of developing and setting up your own technical solution.<sup>10</sup>

Updates, compatibility and security are managed by the platform provider, significantly reducing internal maintenance and support costs. According to the mentioned sources, companies **can reduce ongoing IT and maintenance costs by 50–70%**<sup>11</sup> – a conservative estimate based on outsourced integration projects and managed service models.

Since industry-specific platforms are based on standardised interfaces, common protocols and network effects, even greater savings are often achieved in practice. This is confirmed by TecCom customers, who report significantly lower internal workloads and noticeably reduced maintenance costs.

This reduces TCO over the entire life cycle: costs for scaling, adapting to market requirements and security updates – often the largest share of TCO in in-house developments are significantly reduced. Platform and managed service models can **lead to an overall TCO reduction of 30–70%**<sup>12</sup> compared to individually developed solutions.

Although external platforms involve usage fees or transaction costs, these are typically more than offset by lower development effort, shared infrastructure and economies of scale.





# PRACTICAL EXAMPLE

## TecCom

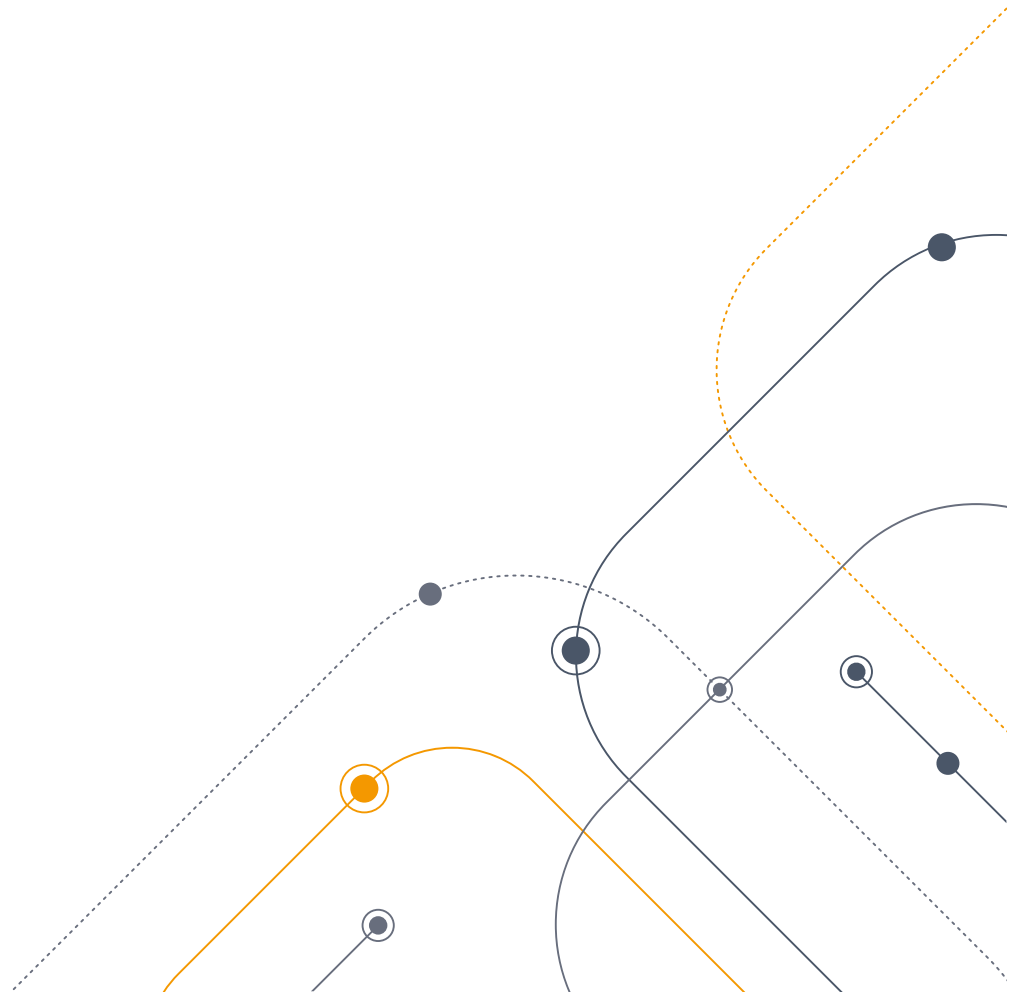
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In the case of TecCom, the annual licence costs range from a few hundred euros for the entry-level option to a low five-figure sum for complete solutions. A clearly regulated transaction fee model ensures **planning security** and a transparent cost structure.

This can be seen, for example, at **MAHLE**: The company started with small packages in Asia and gradually expanded these into a global licence. This made warranty processing via TecCom Returns completely predictable with one-off annual fees, an unlimited number of claims and **no hidden costs**. Use remains **free of charge** for customers.

## MAHLE

→ [TecAlliance Success Story Mahle](#)





## TIME TO MARKET AND SCALING

The time-to-market (TTM) for developing a platform is the period from the initial idea to market launch and includes all steps such as conception, design, development, testing and release. A fast TTM provides competitive advantages, as companies can respond more quickly to market needs, generate revenue and gather feedback at an early stage

### In-House Development

Whether it's a self-developed web shop or a direct EDI/API interface, proprietary solutions often significantly delay market entry. As a guideline, developing a B2B e-commerce website takes around **3–6 months** for a simple solution and **6–12 months or longer** for complex projects<sup>13</sup>. For the BYOC project mentioned above, the development time to the first go-live is estimated at around nine months. An extended TTM means that **potential revenue is lost** before the system is completely set up.

After launch, **scaling becomes the key challenge**: an in-house developed interface solution only scales linearly. Every new feature, every additional partner or market increases complexity and requires further development cycles, testing and resources.

In addition, your own web shop must first be visible, found by customers and actively used. In the B2B environment, this means additional effort for marketing and persuasion, as buyers are reluctant to use several separate supplier portals.

Whether one-to-many in the web shop or one-to-one with individual EDI/API connections – in both cases, scaling requires additional effort, extends project durations and permanently ties up internal IT capacities.

**EVERY MONTH OF DELAY MEANS LOST REVENUE AND MISSED LEARNING OPPORTUNITIES.**

Industry Platform	Webshop	EDI / API Integration
Ready-to-use integration	Planning & concept	Analysis
Existing infrastructure	Development	Implementation
Instant network access	System integration	Data mapping
Minimal onboarding	Testing	Testing
<b>Go live immediately</b>	<b>Go live after project setup</b>	<b>Go live after integration setup</b>



## External Industry Platform

An existing platform, such as an industry-specific B2B platform like TecCom, enables much faster implementation, as the basic development work has already been done. New participants benefit immediately from the existing infrastructure and standardised processes. If business partners are already using the platform, a new connection can even be activated in a matter of seconds with a click of the mouse – without any additional integration effort.

This time saving **shortens the TTM and brings a direct financial advantage**, as products can be marketed earlier and sales can be realised more quickly. According to an analysis by the Boston Consulting Group, B2B marketplaces reduce TTM by **up to 50 %**<sup>12</sup>, as they build on existing

structures and processes. Scalability is also significantly higher in platform-based models. An established industry platform provides access to an existing network of suppliers and buyers and enables **many-to-many connectivity**. Through a single connection, new business partners or markets can be reached efficiently without requiring individual integrations for each customer.

Companies also benefit from centrally implemented data protection and security standards, which would have to be taken into account separately for in-house developments. Manufacturers therefore capitalize not only on **network effects** but also on the **compliance framework** of a neutral platform operating as a standardized marketplace for multiple market participants.

“Onboarding new customers is much easier today. My colleagues in customer service confirm this as well. New customers worldwide can easily connect via TecCom and get started right away. And our product management team is delighted when a new item can be activated quickly and easily and made available to customers.”

**Christoph Casellas y Besa**  
Sales Operation Manager  
GKN Automotive

(→ From Fax to Real-Time: The Digital Journey of GKN Automotive - TecAlliance)





## PRACTICAL EXAMPLE

# TecCom

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The TecCom platform offers newcomers and existing users direct access to **over 330 suppliers** and **more than 30,000 distributors worldwide**. New business relationships can be established within minutes. On the TecCom portal, sellers and buyers can interact directly with each other at any time.

While implementing complex ERP integrations also may take several months, the process can be reliably planned due to established methodologies and the support of seasoned TecCom experts. The decisive advantage lies in the one-time integration effort: once completed, additional customers can be onboarded without incremental development costs.

Partnerships with renowned e-commerce marketplaces such as [Alzura](#) also enable quick and easy connection and significantly expand the reach for suppliers and retailers.





## TRANSACTION COSTS AND PROCESS EFFICIENCY

**Transaction costs are the costs incurred when placing an order or exchanging information. Process efficiency describes how quickly, stably and resource-efficiently a business process can be executed. When transaction costs are reduced through standardisation or automation, manual steps are eliminated, thereby increasing process efficiency.**

All three models examined – web shop, EDI/API interface and industry platform – enable digital order processing and are therefore significantly more efficient than manual processes. However, they differ significantly in terms of their **degree of standardisation, level of automation and cost per transaction.**

### Web Shop developed in-house

A proprietary web shop automates the ordering process more than traditional channels, but it often remains a semi-automated system. Customer data, catalogues and price lists must be continuously maintained, orders monitored and incorrect entries corrected by hand.

Studies confirm that such individual, digitised but not fully integrated B2B e-commerce solutions still often incur process costs of **8–25 € per order**<sup>15</sup>, as internal resources are tied up in support, order verification and system maintenance. In addition, many business partners often lack deep system integration, which **limits the degree of automation.**

### Direct Interface

EDI or API connections enable a high degree of automation once they are set up. The exchange of orders, delivery notes and invoices is largely 'touchless'. A GS1 study<sup>16</sup> showed that **standardised electronic processes** can significantly reduce transaction costs per order compared to non-integrated digital solutions.

However, there are **fixed costs per partner integration**: each new EDI or API connection must be individually coordinated, tested and maintained. As the number of partners increases, the effort and costs grow disproportionately – **economies of scale remain limited.**

**THERE ARE SIGNIFICANT DIFFERENCES IN STANDARDIZATION, AUTOMATION AND TRANSACTION COSTS.**



## Industry-specific platform

Established industry platforms combine the advantages of process automation with a high degree of standardisation. Since orders, confirmations and invoices are processed via a shared infrastructure, the effort required per transaction is significantly reduced.

There are currently few published quantitative comparisons of efficiency gains for industry-specific platforms. Nevertheless, practical experience indicates significantly reduced manual effort and a high degree of automation. A Forrester analysis of a marketplace management tool shows **efficiency gains of up to 85% in operational processes**<sup>17</sup>. Even if this model is not directly comparable to a neutral industry platform, it illustrates the fundamental efficiency potential of the standardised platform approach.

**Standardisation** is the key efficiency factor: all participants use **uniform interfaces and formats**, and a single message format can be used to communicate with all customers – this is precisely what an industry-wide platform ensures. It creates **common business rules**, to which all participants adhere, instead of many individual interfaces.

This significantly reduces maintenance costs while also resulting in lower average transaction costs, shorter throughput times, lower error rates and greater **process efficiency** across all partners, much more so than with individually operated web shops or direct EDI/API connections.

“By using TecCom, we have reduced the time spent on order processing by around ten hours per week. That’s how efficient it is. We can place an order with just a few clicks, and there is also the option of direct shipping. Previously, we had to manually copy and paste orders into suppliers’ websites and enter all the delivery details ourselves. Now, we save a huge amount of time.”

**Ajai Chauhan, Founder und CEO of Arks Global**

(→ Arks Global wins ten additional hours per week with TecCom - TecAlliance)





# RETURN ON INVESTMENT AND STRATEGIC CONSIDERATIONS

**Return on Investment (ROI) is a key figure that indicates how profitable an investment is by comparing the profit generated to the costs incurred**

The assessment of costs, efficiency, and time to market ultimately leads to a broader evaluation of overall economic viability. It is important to note that the following metrics refer to external solutions in general, including externally implemented webshops and EDI/API integrations, and not exclusively to comprehensive B2B platform solutions.

However, given the comparatively lower costs (because they are shared among all participants), higher efficiency and faster scalability of an external industry platform, it can be assumed that the **economic effects are even more positive** than for external solutions overall.

## Fast Amortisation

Companies that rely on specialised B2B integration solutions report short payback periods. In a survey of TradeCentric customers, the **average payback period was only 3.3 months**<sup>18</sup>. This means that the investment in the external solution paid for itself after just a few months through savings. The BYOC analysis mentioned above estimated a break-even point after around ten months. Due to high initial costs, in-house developments often only pay for themselves after several years, if at all, as ongoing operating costs weigh on the ROI.

## High ROI Rates

Studies generally show impressive figures for external solutions: the aforementioned TradeCentric study determined an **average ROI of 5-7× (500-700%) over three years**<sup>19</sup> for outsourcing B2B integration. Forrester estimated the three-year ROI of a marketplace solution at around **191%**<sup>20</sup>. While there are no robust published data available for specialized industry platforms (many-to-many models), there are strong indications that the savings potential is even higher, due to shared infrastructure, network scalability, and standardization.





## Higher Margins

Platform models also contribute to profitability in structural terms. According to Mirakl's 2024 Marketplace & Dropship Index<sup>21</sup>, companies with a platform strategy have consistently achieved **better margins** than the e-commerce average over the last four years. The reasons for this are faster response to customer needs and lower storage or logistics costs (e.g. through the dropship/marketplace model). According to TradeCentric, integrated suppliers reported an average of **+20% additional revenue**<sup>22</sup> from new and existing customers thanks to platform connectivity, which further improves ROI.

## Control vs. Effort

Beyond quantitative metrics, strategic considerations also play a key role. Proprietary webshops or direct EDI/API interfaces undeniably offer full control over branding, data ownership, and customer relationships. However, this control comes at significant cost and operational effort. A neutral industry platform requires companies to relinquish certain exclusive controls (e.g., over data or process standards) but **substantially reduces internal complexity** and enables a stronger focus on core competencies, such as product development, sales, and customer experience rather than IT operations.



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"We are already saving time with TecCom, reducing our manual effort and improving our service. Connecting just one important customer has almost completely justified the investment."

**Selene Orenes, Project Manager  
TERREPOWER**

(→ Scaling success: TERREPOWER expands the TecCom application - TecAlliance)

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# 3 CONCLUSION: OVERVIEW OF PROS & CONS OF THE OPTIONS

## Industry Platform

**Pros:** Fast integration, high reach (connect once, access many customers), lower transaction costs thanks to standardisation and volume, high scalability for faster market entry (reach new customers, international expansion via existing platform structures), shared operating costs (economies of scale), often better ROI and shorter payback periods.

Shared, efficient infrastructure between manufacturers and retailers, connecting the latter to many suppliers via a single solution and enabling them to reduce costs, integration efforts and time to market.

**Cons:** Dependence on the platform operator (partial loss of control and reliance on the provider's reliability and fair commercial terms), possible fees/commissions per transaction, less individual customisation of the customer experience than in your own shop.

## Own Web Shop

**Pros:** Full control over function and brand, no transaction fees to third parties, customised features possible.

**Cons:** High investment costs and TCO (development, hosting, personnel), longer time-to-market, high maintenance costs, limited reach (customers must actively visit the shop).

In B2B, complex integration into customer systems may be necessary. True system integration is not possible, which often forces customers to use manual processes and prevents them from automating their workflows. This reduces their efficiency and competitiveness and also has a negative long-term impact on suppliers.

## EDI/API Integration

**Pros:** Efficient processing for each major customer (after implementation, orders run automatically, errors and costs per order are significantly reduced), close connection to important partners, no dependence on third-party platforms.

**Cons:** Very high fixed costs per connected partner (each EDI project can take several weeks and requires experts or external EDI partners), low scalability for many smaller customers (individual interfaces are too expensive for them, so they would end up being served manually or via a web shop), complexity of standards and ongoing maintenance of all connections.



## CONCLUSION

Data and studies clearly show that using an industry-optimised sales platform offers clear economic advantages over individually developed solutions. Platform models enable **30–70% lower total cost of ownership (TCO), 50–70% less internal IT and maintenance costs, and up to 50% shorter time to market**. At the same time, process costs per order are significantly reduced through standardisation and automation. These efficiency gains typically lead to a higher ROI and provide lasting relief for internal resources.

Particularly in **B2B markets with many partners** – such as the automotive aftermarket – this can result in a considerable cost advantage, while access to a larger network and higher process quality create additional sales potential.

Many companies have already recognised that external solutions offer significant advantages over in-house developments, such as shorter development times, predictable operating costs and improved stability.

They have also seen that these effects are further enhanced when using a **trusted, industry-specific platform** that combines scaling, standardisation and network effects in a single model. Not only does it reduce costs and complexity, it also increases the reach, speed and reliability of market connectivity.

This makes it clear that **an industry platform combines the advantages of external development in a scalable, standardised infrastructure**. It enables a significantly lower TCO, a noticeably shorter time to market and a sustainably higher ROI, often with payback periods of only a few months.

The strategic decision to 'make or buy' is increasingly being decided in favour of buying or 'partnering' – especially when the overall calculation of TCO, TTM and ROI clearly favours the common use of a platform in the long term.



# 4 COMPARISON MATRIX

Criterion	Own Web Shop	EDI Interface	API Interface	Industry Platform
<b>Initial Cost</b>	USD 70k–250k for development and infrastructure	USD 15k–50k, each connection individual and complex	USD 50k+ per integration; dependent on partner APIs	Only approx. 1/3 of the initial cost of in-house development
<b>Running Costs (annual)</b>	High operating & personnel costs (hosting, security...)	Ongoing maintenance of interfaces, specialists required	Regular adjustments for API changes, monitoring required	Significantly lower; maintenance & updates centralized
<b>Time-to-Market</b>	Simple projects: 3–6 months; complex: 6–12 to go-live	Several weeks per partner, longer implementation	Faster than EDI, but dependent on partner resources	Up to 50% faster; leverages existing infrastructure
<b>Transaction Costs</b>	Relatively high, as manual intervention is necessary	Very low after implementation; high setup costs	Low per order, but error-prone with non-standardised APIs	Low, communication via standardised formats and interfaces
<b>Process Efficiency</b>	Limited automation, prone to errors	High degree of automation possible, clear standards	High automation potential; quality varies with API standards	Up to 85% more efficient; centralized processes
<b>Scalability</b>	Linear: every extension requires a new development project	Difficult, as each integration is unique	More scalable than EDI, but each partner requires API	Very high: single connection replaces 100s of interfaces
<b>ROI / Amortisation</b>	Break-even often only after several years	Variable; cost-effective at high volumes, long amortization	Cheaper than EDI, but integration-intensive across partners	Break-even after just a few months; high savings potential
<b>Maintenance Costs</b>	High, internal teams required for updates and security	High, due to many standards, formats and partner changes	Medium to high, as API changes must be adjusted regularly	~60% less effort, platform handles updates and security
<b>Strategic Value</b>	Full control, but high fixed costs, slow scaling	Strong for key customer relationships; limited reach	More flexible than EDI for integrations, but fragmented	Lower costs, rapid expansion, standardisation & compliance
<b>Reach</b>	Only customers who actively visit the shop	Restricted directly affiliated partners	Restricted directly affiliated partners	Very high: existing buyer network, network effects
<b>Further Development</b>	All development internal; resources-heavy	Slow-changing standards; internal updates still needed	Frequent API changes; internal updates needed	Shared platform innovation; features available to all users



## 5 ABOUT

TecCom connects manufacturers, dealers and workshops in a standardised ecosystem tailored to the specific requirements of the spare parts business. Compared to in-house developments or isolated interfaces, TecCom offers reach, efficiency and scalability from a single source.

### Key Advantages of TecCom

#### Wide reach & network effects:

Access to a global network of market participants in the aftermarket – one connection opens up contact with hundreds of trading partners.

#### Ecosystem & Standardisation:

Uniform processes for orders, availability enquiries, deliveries and invoices reduce errors and transaction costs.

#### Flexibility through Integration:

Support for EDI and API interfaces so that companies can optimally connect their systems.

## THE LEADING DIGITAL B2B PLATFORM IN THE INTERNATIONAL AUTOMOTIVE AFTERMARKET

#### Specialisation for the Aftermarket:

Mapping of industry-specific requirements, e.g. parts identification, catalogue data and warranty processes.

#### Efficiency & ROI:

Centralised development and updates benefit all users; companies benefit from continuous innovation without any additional effort on their part.

**A NEUTRAL PLATFORM WITH AUTOMOTIVE  
INDUSTRY SPECIALISATION THAT COMBINES  
BROAD SCALABILITY WITH SECTOR-SPECIFIC  
EXPERTISE OFFERS A PARTICULARLY  
ATTRACTIVE SOLUTION FROM AN ECONOMIC  
PERSPECTIVE.**



# WHAT CUSTOMERS SAY



“The integration of TecCom is a strategic milestone for the M&D Group. It increases our operational efficiency and helps us respond to changing customer requirements in an increasingly digitised market. This step strengthens our market position and provides a seamless ordering system for our customers.”

**Marco Lacastellana, COO of the M&D Group**

(→ [How the M&D Group is increasing order efficiency with TecCom - TecAlliance](#))



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- 8 Crackerjack-IT, [Ballpark Costs for Integrating an EDI Solution; Merge, Cost of API Integrations](#)
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