B-Op

> b-op rethinks digitalization. b-op technology enables individual digital ecosystems and their direct peer to peer communication. Human interaction is our ideal. Digital participation is our mission.

b-op Digitals are representatives of natural or legal persons in digital space. A dynamically growing data model and **inalienable data ownership** form the immutable core of our b-op technology. Freedom on the physical location of data and the absolute self-determination with whome and when to share data are the benfits for our Digitals. Digitals materialize the data of the owning persons and help them to regain control. The value of data is getting more visible with b-op as intermediary services are no longer required. Along freely adjustable **trust relationships** each b-op Digital can grow its own ecosystem and perform digital interaction in dataspheres without expensive interfacing IT projects.

b-op technology creates cost-effective, simple and fair access to digital participation.

For more detais see www.b-op.com.

ZUGSEIL & B-Op

ZUGSEIL's home in b-op is the **tradesphere**. Our software packages deliver the tools for supporting the trade sphere business processes

- Sales and marketing - Is the core process on the sellers side, all about finding customer for the products to be sold
- Supply chain management - Is all about keeping the delivery capability at the desired level, to allow fast reaction when customer demand arrives
- Procurement - Is a core process on the customer side, all about finding the best suited products at the best price point.
- Fulfillment - Is all about fulfilling demand as fast as possible.

History of the tradesphere in the internet

Past

Since the invention of internet, the trade sphere businesses have been one of the show cases for the power of digitalization. Before arrival of eCommerce, companies were solely focused and used IT on internal process optimization. After this, vendors of goods tried to avoid competitive disadvantages by keep track with always new eCommerce tools. As of today lot of players have not been able to maintain the speed of this development and big marketplaces are dominating the gobal market. In the early 2020s, the challenges of the COVID19 pandemic have further accelerated this development.

Current

The touching point processes between these two natural sides of the trade ecosystem was always

only seen from one perspective - either sales or procurement. Depending on the customer-vendor relation the stronger side typically dictated how and if IT integration should be implemented. This made exchange technologies arrive like EDI, Shops & Punch-Out catalogs. All these technologies do integrate somehow. Biggerst downside are the very punctual support of cross company process integration and the initally high and then continuous IT spending.

Future

Small and medium-sized retailers in particular have been under enormous pressure to digitialize or retreat into niches, where the large players are (currently) not interested in due to lacking scaling potential. Up to now proper digitalization required massive investments and required large markets to refinance! This is exactly where [b-op technology](#) unfolds its potential: The entry barrier for digital participation in the b-op data sphere trading is low!

All participants, no matter which size, only to have their own b-op digital and are ready for digitalization. On the base of [b-op technology](#), all platform functions are available the moment b-op Digitals meet and agree on individual trust relationships. Once activated and after ZUGSEIL being deployed, all participating b-op Digitals work with each other with full data compatibility and deep process integration without additional investments on digitalization in their connecting process chains.

- **Equality & Neutrality** - Through its universal data model, b-op enables a free and neutral trading ecosystem, which treats everybody the same.
- **Data ownership** - There is not the one 3rd party owned marketplace oligopol, where information on customers and vendors are concentrated. With b-op everbody can built its own marketplace and invite b-op digitals to participate.
- **No transaction fees** - b-op enables an intermediary-independent, free and fair and direct exchange between the interacting digitals.
- **Plug & Play process integration** - b-op offers plug&play deep process integration of small and large players within the digital sphere and across spheres.

We hope that this technology will enable SMEs to leave their niches again and participate in the large markets, so that finally competition arrives for large market places as technological equiality comes back.

> ZUGSEIL envisions a future where each party can build their individual digital ecosystems with small budgets, rather than being forced to participate in 3rd party market places. This will allow small and large players equally to participate in digitalization without giving away their core information to 3rd parties.

Related articles

Articles on b-op fundamentals:

- B-Op Realm structure
- [B-Op polymorphic product model](#)
- [B-Op Connectors](#)

Articles on system-intregration with b-op:

- [B-Op Api](#)
- [B-Op FI Hub](#)
- [B-Op HR Hub](#)