

# B2B Integration Essentials

Leverage APIs to auto-generate ASN labels so every shipment is compliant, visible, and ready to receive before it arrives

## Key capabilities

- **API-first architecture:** Manage EDI and B2B integration via APIs, ERPs, data sources and systems inside and outside of your organization.
- **Easy-to-use APIs:** Connect directly to most systems, including ERPs, ensuring ASN labels generate from authoritative shipment data.
- **End-to-end synchronization of physical and digital flows:** Treat ASNs and labeling as one process to tightly align ERP data, EDI 856 ASN information, and physical SSCC details.
- **Compliance out of the box:** Support GS1 standards, including SSCC “license plate” identifiers that uniquely track logistics units across the supply chain.

OpenText™ B2B Integration Essentials lets you generate and manage ASN labels via APIs, improving accuracy, streamlining receiving, and accelerating supply chain operations.

## The hidden costs of manual ASN labeling for SMBs

Many SMBs do not have the ability to generate trading partner-compliant shipping labels on their own, creating a business barrier. Rather than investing in custom development, software add-ons, or standalone systems, you can quickly and affordably use OpenText™ B2B Integration APIs to create compliant ASN labels that meet trading partner requirements.

Known ASN label drawbacks:

- **Time-consuming:** Manual data entry, label creation, and updates slow fulfillment and limit scalability.
- **Error-prone:** Re-entering data can cause mismatches between labels, ASN data, and shipments, leading to delays and chargebacks.
- **Disconnected workflows:** Portals operate outside ERP and WMS systems, requiring duplicate data entry.
- **Slow response times:** Manual processes delay label generation and make last-minute shipment changes harder to manage.
- **Complex compliance:** Different trading partner requirements make label management difficult without automation.
- **Higher costs:** Manual processes increase labor needs and operational costs as shipment volumes grow.

## Automate ASN labeling to improve speed, accuracy, and visibility

ASN labels are often mandatory and required by trading partners, with each label containing critical shipment identifiers, such as SSCC numbers, item-level data, and barcodes that must match the ASN data sent electronically. Given how quickly business moves, manual ASN labeling doesn't scale and slows operations, increases errors, and limits supply chain agility.

That's why OpenText B2B Integration Essentials lets you leverage APIs to embed automated ASN label creation directly into your fulfillment process. You and your trading partners can scan shipments and instantly reconcile them, dramatically improving efficiency.

According to Gartner, automation lets SMBs shift staff focus from manual maintenance tasks to higher-value initiatives and new business, critical to new revenue growth.<sup>1</sup>

## Resources

### B2B Integration Essentials for SMBs

[Learn more ›](#)

### OpenText B2B Integration Essentials

[Read the product overview ›](#)

### OpenText B2B Integration Essentials demo

[Watch the demo ›](#)

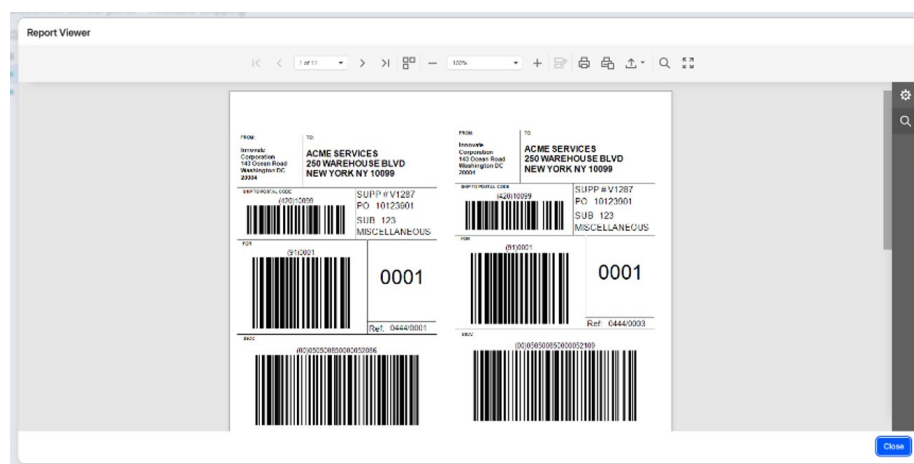
## Why are digital ASN labels important?

Automated ASN label creation helps most industries, but in particular, retail and consumer goods businesses, benefit from knowing what is coming before it arrives.

Key benefits:

- Faster delivery and improved customer experience
- Fewer manual errors and chargebacks related to incorrect or missing information
- Fewer delays, higher throughput in warehouses, and lower labor costs
- Smooth operations during critical revenue periods (for example, high volume and peak season)
- Stronger trading partner relationships, improved compliance, and fewer disruptions

OpenText B2B Integration Essentials is a cloud-based integration solution that lets you generate and manage standardized ASN labels using APIs so you can accurately connect shipment data with EDI workflows.



Transform your fulfillment with API-driven ASN labeling. Get started with [OpenText B2B Integration Essentials](#) today.

<sup>1</sup> Gartner, *Hype Cycle for Supply Chain Strategy*, July 2025

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