

# Overview of the B2B Landscape in Germany

Platform business models are unique in that they usually do not offer any products or services themselves, but their value and benefit is only created when they are used as widely as possible.

Depending on the type of platform, they can bring suppliers and buyers into contact with each other or provide an infrastructure that can be used by service providers or manufacturers. Amazon is an example of a typical platform that brings producers and buyers in contact with each other.

Depending on the strategic orientation of a company, several platform models can be in place.

In the business-to-consumer (B2C) segment, retailers, consumers, and producers have become accustomed to using so-called platforms to handle their offerings, purchases, and sales. Whether this is when paying with PayPal, when shopping on Zalando or when booking an overnight accommodation on HRS – these platforms not only establish the contact between searching customers and providers but also administer the transactions associated with it.

Here, we look at the offerings available in the German market.

## Market research shows the current provider landscape in Germany:

B2B Platform	Link	Parent company
ABB Ability™	<a href="https://ability.abb.com">https://ability.abb.com</a>	ABB
ADAMOS	<a href="https://www.adamos.com">https://www.adamos.com</a>	Joint Venture (DMG Mori, Dürr, Software AG, ZEISS, ASM PT + Engel Austria, Karl-Mayer Group, PWC)
AirSupply	<a href="https://www.airbus.com/be-an-airbus-supplier/air-supply.html">https://www.airbus.com/be-an-airbus-supplier/air-supply.html</a>	Airbus
Asset Intelligence Network (AIN)	<a href="https://www.sap.com/products/asset-intelligence-network.html">https://www.sap.com/products/asset-intelligence-network.html</a>	SAP
AVIATAR	<a href="https://www.aviatar.com/">https://www.aviatar.com/</a>	Lufthansa Technik
AVIATION DataHub	<a href="https://www.aviation-datahub.com/">https://www.aviation-datahub.com/</a>	Lufthansa Technik
AXOOM	<a href="https://axoom.com">https://axoom.com</a>	GFT Technologies SE (formerly TRUMPF)
B2B Marktplatz	<a href="https://www.b2bmarktplatz.com">https://www.b2bmarktplatz.com</a>	
bevazar	<a href="https://www.bevazar.de">https://www.bevazar.de</a>	-
Bosch IoT Suite	<a href="https://www.bosch-iot-suite.com/">https://www.bosch-iot-suite.com/</a>	Bosch
CheMondis	<a href="https://chemondis.com/">https://chemondis.com/</a>	LANXESS
Conrad Electronic	<a href="https://www.conrad.de">https://www.conrad.de</a>	-
ContiConnect	<a href="https://www.continental-reifen.de/bus-und-lkw/flottenloesungen/conticonnect">https://www.continental-reifen.de/bus-und-lkw/flottenloesungen/conticonnect</a>	Continental
Crate IoT Data Platform for Discrete Manufacturing	<a href="https://crate.io/products/crate-iot-data-platform/">https://crate.io/products/crate-iot-data-platform/</a>	-
Cumulocity IoT	<a href="https://www.softwareag.cloud/site/product/cumulocity-iot.html#/">https://www.softwareag.cloud/site/product/cumulocity-iot.html#/</a>	Software AG
Die Deutsche Industrie	<a href="https://www.diedeutscheindustrie.de">https://www.diedeutscheindustrie.de</a>	Verlag W. Sachon GmbH+Co.KG
DISCOVERY	<a href="https://www.vwgroupsupply.com/one-kbp-pub/de/kbp_public/information/communication_1/discovery/discovery.html">https://www.vwgroupsupply.com/one-kbp-pub/de/kbp_public/information/communication_1/discovery/discovery.html</a>	Volkswagen
DMix® Cloud	<a href="https://www.dmix.cloud">https://www.dmix.cloud</a>	ColorDigital
Douglas	<a href="https://www.douglas.de">https://www.douglas.de</a>	Douglas
Fashion Cloud	<a href="https://fashion.cloud/">https://fashion.cloud/</a>	-
FDB-Business	<a href="https://www.firmendatenbanken.de">https://www.firmendatenbanken.de</a>	
fTRACE GmbH	<a href="https://www.ftrace.com">https://www.ftrace.com</a>	GS1 Germany
Gelbe Seiten	<a href="https://www.gelbeseiten.de">https://www.gelbeseiten.de</a>	
HERE	<a href="https://www.here.com/products/platform">https://www.here.com/products/platform</a>	Audi, BMW, Daimler

# Overview of the B2B Landscape in Germany (continued)

B2B Platform	Link	Parent company
HRS	<a href="https://www.hrs.com">https://www.hrs.com</a>	-
IntraNav	<a href="https://intranav.com/">https://intranav.com/</a>	-
lieferanten.de	<a href="https://www.lieferanten.de">https://www.lieferanten.de</a>	
Made in Germany	<a href="https://www.madeingermany.online">https://www.madeingermany.online</a>	-
Manufacturing Integration Platform (MIP)	<a href="https://www.mpdv.com">https://www.mpdv.com</a>	-
MAX	<a href="https://www.thyssenkrupp-elevator.com/de/max/">https://www.thyssenkrupp-elevator.com/de/max/</a>	thyssenkrupp
Mercateo	<a href="https://www.mercateo.com">https://www.mercateo.com</a>	-
MindSphere	<a href="https://siemens.mindsphere.io/de">https://siemens.mindsphere.io/de</a>	Siemens
MobiMedia	<a href="https://mobimedia.de/">https://mobimedia.de/</a>	MobiMedia AG
ondeso	<a href="https://www.ondeso.com/">https://www.ondeso.com/</a>	-
OneTwoChem	<a href="https://onetwochem.com/">https://onetwochem.com/</a>	Evonik Digital GmbH, BIG PICTURE GmbH
Partfactory	<a href="https://www.partfactory.com">https://www.partfactory.com</a>	Grindaix GmbH
Pinpools	<a href="https://www.pinpools.com">https://www.pinpools.com</a>	-
Plan.One	<a href="https://www.plan.one">https://www.plan.one</a>	Schüco, Knauf
Quintet24	<a href="https://www.quintet24.com">https://www.quintet24.com</a>	MobiMedia AG
RailSupply	<a href="https://www.supplyon.com/de/loesungen/railsupply/">https://www.supplyon.com/de/loesungen/railsupply/</a>	SupplyOn AG
restposten.de	<a href="https://www.restposten.de">https://www.restposten.de</a>	
Restposten24	<a href="https://www.restposten24.de">https://www.restposten24.de</a>	
SAP Cloud Platform	<a href="https://www.sap.com/germany/products/cloud-platform.html">https://www.sap.com/germany/products/cloud-platform.html</a>	SAP
Schüttflix	<a href="https://www.schuettflix.de">https://www.schuettflix.de</a>	-
scrappel	<a href="https://scrappel.com/">https://scrappel.com/</a>	-
simple system	<a href="https://www.simplesystem.com/">https://www.simplesystem.com/</a>	Hoffmann Group
Skywise	<a href="https://skywise.airbus.com/">https://skywise.airbus.com/</a>	Airbus
SPOCC (Single Point Of Content And Communication)	<a href="https://www.spocc.io/">https://www.spocc.io/</a>	ETOS GmbH, Brandt Software-Produkte GmbH, Ariston Informatik GmbH, HDS/L
Syncier	<a href="https://www.syncier.com/">https://www.syncier.com/</a>	Allianz, Microsoft
teampay	<a href="https://www.siemens-healthineers.com/de/digital-health-solutions/teampay-digital-health-platform">https://www.siemens-healthineers.com/de/digital-health-solutions/teampay-digital-health-platform</a>	Siemens
Telekom Data Intelligence Hub	<a href="https://dih.telekom.net/en/">https://dih.telekom.net/en/</a>	Telekom
toii	<a href="https://www.thyssenkrupp-materials-iot.com/">https://www.thyssenkrupp-materials-iot.com/</a>	thyssenkrupp
Toolineo	<a href="https://www.toolineo.de">https://www.toolineo.de</a>	E/D/E
Transporeon	<a href="https://www.transporeon.com/de/">https://www.transporeon.com/de/</a>	-
Unite	<a href="https://unite.eu/de_DE">https://unite.eu/de_DE</a>	Mercateo Group
UP42	<a href="https://up42.com/">https://up42.com/</a>	Airbus
Virtual Fort Knox	<a href="https://www.virtualfortknox.de">https://www.virtualfortknox.de</a>	Fraunhofer
Wer liefert was	<a href="https://www.wlw.de">https://www.wlw.de</a>	Visible GmbH
Wucato	<a href="https://www.wucato.de/">https://www.wucato.de/</a>	Würth
XOM Materials	<a href="https://xom-materials.com/">https://xom-materials.com/</a>	Klöckner & Co
zentradata	<a href="https://www.zentrada.de/">https://www.zentrada.de/</a>	
ZHP.X3	<a href="https://www.hmmdeutschland.de/">https://www.hmmdeutschland.de/</a>	HMM

# Overview of the B2B Landscape in Germany (continued)



# Overview of the B2B Landscape in Germany (continued)

## Procedure

For this research, we used search engine Google using following search terms in the course of July 2020: “b2b platform Germany”; “business-to-business platform Germany;” “b2b platforms study.” We evaluated the first two pages of results.

In addition, the contents of the results found were analyzed, checked and, if necessary, included and validated by internal expert discussions with providers.

The criteria for inclusion in the list were the focus on B2B, as well as the formation and headquarters in Germany.

## About the Author



**Thomas Rehn**  
Senior Consultant

Thomas Rehn is a sourcing expert who supports clients in provider selection and management. He works in the ISG digital strategy and platform unit, and he manages digital engagements and collaborations with the three large cloud hyperscalers. Thomas helps enterprises identify their business opportunities and navigate the changes caused by digitization.

His consulting experience spans across several industry verticals, including automotive, insurance, banking, and chemicals. With his benchmarking background, he helps clients achieve IT cost savings and optimizations.