opentext™ Customer Spotlight

General Mills simplifies process integration with OpenText B2B Integration Enterprise

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CUSTOMER PROFILE

50-1000 | Consumer Discretionary | IN

INTRODUCTION

This customer spotlight highlights General Mills, who leveraged OpenText B2B Integration Enterprise to address challenges such as complexity in managing B2B integrations, high costs of maintaining in-house infrastructure, lack of expertise, and difficulty adapting to supply chain changes. General Mills selected OpenText for its market reach, integration capabilities, scalability, security, managed service advantages, cost-effectiveness, and future-proofing features, resulting in increased innovation, reduced costs, improved visibility, and increased efficiency, with a return on investment in less than 6 months. The feedback featured was collected and verified through a survey of OpenText's customers conducted by UserEvidence, an independent research firm.

10 /10 Likely to Recommend

> I chose it because it is a company focused on serving its customers.
>
> JANAINA SOUZA
> General Mills

> It simplified process integration, we were able to reduce response times faster, which increased our supply chain efficiency and improved the customer experience. This agility gave us a significant competitive advantage in the market.
>
> JANAINA SOUZA
> General Mills

SCENARIO

General Mills faced complexity managing B2B integrations and transactions with trading partners in various formats and protocols. Building and maintaining an in-house B2B integration infrastructure proved costly, and General Mills lacked specialized expertise and skills for B2B integration. Adapting to changing market conditions and supply chain ecosystem changes presented difficulties.

General Mills selected OpenText B2B Integration Enterprise over competitors for its market reach, expertise, integration capabilities, scalability, security, compliance, managed service advantages, cost benefits, and future-proofing with GenAI, predictive analytics and APIs. OpenText enabled General Mills to onboard customers, comply with regulations, analyze data, integrate trading partners, modernize ERP, expand business, and restructure. Consequently, General Mills achieved scalability, growth, increased innovation, reduced costs, improved visibility, control, efficiency and productivity.

Which of the following challenges does OpenText B2B Integration Enterprise help you address?

- **Complexity in managing B2B integrations and trading partners for transactions in various data formats, and protocols**
- **High costs associated with building and maintaining an in-house B2B integration infrastructure**
- **Lack of access to expertise and specialized skills required for B2B integration**
- **Difficulty in adapting to changing market conditions or respond to changes in the supply chain ecosystem.**

Which of the following use-cases are you leveraging OpenText B2B Integration Enterprise for?

- **Customer onboarding**
- **Regulatory compliance**
- **Data analytics**
- **Trading Partner Integration**
- **ERP modernization**
- **Business expansion**
- **Business restructuring**

What are some of the reasons you selected select OpenText B2B Integration Enterprise over similar or competitive solutions in the market?

- **Market reach and expertise**
- **Integration capabilities**
- **Scalability**
- **Security and compliance**
- **Managed service advantages**
- **Cost alternative**
- **Future-proofing with GenAI , predictive analytics and APIs (Aviator)**

What improvements have you made by using OpenText B2B Integration Enterprise?

- **Scalability and growth**
- **Increased innovation**
- **Reduced costs**
- **Improved visibility and control**
- **Increased efficiency and productivity**

OUTCOME

General Mills achieved a rapid return on investment in less than six months after implementing OpenText B2B Integration Enterprise. The quick ROI realization demonstrated the effectiveness and value of OpenText's solution for General Mills.

How quickly did you get your Return On Investment (ROI) from your investment in OpenText B2B Integration Enterprise? Please select based on your best estimate.

- **Less than 6 months**

+75% Reduction in time to onboard new partners

+75% Reduction in time to convert data files to preferred/required formats and time to report

+75% Reduction in manual activities (reconciling, integration, etc.) and cost of integration

+75% Increase in supply chain visibility and data accuracy

ABOUT OPENTEXT

OpenText is a world leader in Information Management, helping companies securely capture, govern and exchange information on a global scale. OpenText solves digital business challenges for customers, ranging from small and mid-sized businesses to the largest and most complex organizations in the world. For more information about OpenText (NASDAQ/TSX: OTEX), visit www.opentext.com

UserEvidence

Source: JANAINA SOUZA, General Mills. Independent research conducted by UserEvidence. Data verified September 15, 2025.

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