

SEEBURGER

At-A-Glance

Quick Facts

Founded:

1986 in Germany;
1998 U.S. Headquarters opened

Industry:

B2B Integration;
Business Process Management (BPM)

Offices:

Europe, North America, and Asia Pacific

Investors:

Privately held

Affiliations:

OASIS, ODETTE, VDA-ITA, EDIFICE,
GS1, SWIFT, VDMA, EPCglobal,
EDIFACT, Drummond

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SEEBURGER Overview

SEEBURGER is a leading provider of global business integration solutions designed to optimize transactions throughout the extended enterprise by automating trading relationships with all partners, regardless of their size and technical resources.

SEEBURGER's flagship B2B Gateway solution and its related products and services are leveraged by 7,500 customers, encompassing 15 industries in more than 50 countries.

SEEBURGER Business Integration

The **SEEBURGER B2B Gateway**, marketed as the **Business Integration Server (BIS)**, utilizes cutting-edge technologies for the seamless integration of internal systems, business processes, and trading partners. It is the only middleware solution capable of integrating 100% of an organization's applications and trading partners – regardless of its size and available technology – on a single platform.

SEEBURGER's BIS consists of a **Service-Oriented Architecture (SOA)** layer, which contains the necessary components that enable organizations to easily integrate and manage their application to display and deploy reporting, for analytics and composite applications, and for exception handling involving processes focused on B2B. BIS also supports and extends core **"Order To Cash"** and **"Procure To Pay"** processes, and works seamlessly with application consolidation strategies driven by **ERP** providers.

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Key SEEBURGER B2B Gateway Benefits

- :: **Reduced handling costs**, achieved through end-to-end electronic transaction processing that eliminates manual data entry even for smaller partners.
- :: **Reduced inventory levels**, with associated cash flow benefits, produced by the availability of up-to-the-minute information along the value chain.
- :: **Faster transaction processing**, resulting from automation of all processes and the elimination of bottlenecks associated with manual data entry.
- :: **Shorter lead times and faster time to market**, made possible by the accelerated availability of information to all members of the supply chain.
- :: **Reduced IT maintenance expenses**, provided by a simpler infrastructure that eliminates point-to-point connections and multiple integration technologies.

Key SEEBURGER Product Offerings

- :: Business Integration Server (BIS)
- :: SEEBURGER Portal (Message Tracking & Reporting; Task Manager & Webflow; Time Series; Data Distribution)
- :: Small Partner Integration (Hub&Spoke; Web EDI; Business Mail)
- :: 4invoice: Invoice Automation

SEEBURGER Customers

SEEBURGER has more than 7,500 satisfied global customers in industries ranging from automotive to consumer packaged goods to financial services to manufacturing to pharmaceuticals, including:

- 3M
- Airbus
- Audi
- Beijing Benz
- Daimler Chrysler
- Bosch
- Celanese
- Chevron
- Corporate Express
- Deutsche Bank
- DHL
- Hyundai
- Johnson & Johnson
- Kimball Electronics
- Kraft
- L'Oreal
- Minolta
- Pepsico
- Porsche
- Procter & Gamble
- Roche
- Samsonite
- Sega of America
- Siemens
- Toys'R'Us
- Unilever
- UPS
- Volkswagen
- Wrigley's
- Whirlpool

SEEBURGER Key Partners



ORACLE



LAWSON

Recent SEEBURGER Milestones

- :: Experienced 60% growth in North American revenues for its B2B integration solutions in 2007
- :: Awarded "Outstanding Supplier, Chinese Manufacturing Industry of 2007"
- :: Received Progressive Manufacturing 50 award from *Managing Automation* magazine
- :: Released the first Federal Information Processing Standard (FIPS)-compliant SFTP adapter that runs in the SAP NetWeaver® Exchange Infrastructure (SAP NetWeaver XI) framework
- :: Recertified its AS2 adapter under the Drummond Certified™ AS2-3Q07 interoperability testing program
- :: Introduced new Web-based utilities that work with SEEBURGER BIS to reduce B2B/EDI-related paperwork