

SEEBURGER

B2B Integration for Midsize Companies

Build On Your ERP Vision with B2B Integration from SEEBURGER

In a rapidly changing global marketplace, companies cannot afford to let their size define them. Midsize organizations must contend with the same strategic drivers as their large enterprise competitors.

Midsize companies with a vision for competing strategically and globally refuse to limit themselves by thinking small. They are full players in a dynamic marketplace and face the same pressures of globalization, regulatory compliance, market consolidation, and competition for resources as their larger rivals. Midsize companies also have the same business process flows as large enterprises and share the same need for efficiency, visibility, and better information to support their decision-making. Their challenge is finding a source of competitive advantage that helps them outmaneuver other market players while leveraging scarce resources.

Advanced B2B integration offers a competitive advantage for midsize companies

As part of their drive to compete more effectively with large enterprises, midsize companies have made substantial investments in ERP solutions. They have also adopted basic EDI capabilities, often to comply with the requirements of large enterprise customers. Yet midsize companies will not reap the full strategic benefit of an ERP vision without moving beyond tactical, compliance-driven B2B enablement.

An advanced B2B integration platform enables midsize companies to not only communicate electronically with trading partners, but also to effectively manage business processes and achieve better visibility into the supply chain. Midsize companies today have an excellent opportunity to gain a strategic advantage over their larger competitors by adopting an advanced B2B integration solution. Large enterprises must grapple with the legacy

application “spaghetti” they have accumulated over the years and that makes B2B integration complex and expensive. Without the baggage of disparate legacy applications, midsize companies can implement the same B2B integration capabilities as their larger competitors at a much lower total cost of ownership.

SEEBURGER provides a strategic B2B integration path for midsize companies

At the core of SEEBURGER’s product suite is its Business Integration Server (BIS), which is a robust and scalable B2B platform that integrates an organization’s trading community into internal applications across business processes. BIS is capable of integrating 100% of an organization’s applications—regardless of its size and available technology—on a single platform. With SEEBURGER BIS, midsize companies have access to the same best-of-breed toolset as large enterprises but are able to select only the components they need.

For midsize companies that want to expand beyond basic B2B enablement, SEEBURGER offers a path for implementing additional layers of strategic solutions. Midsize companies can build on BIS with message tracking for greater visibility, business process

KEY BENEFITS

Single, integrated product platform

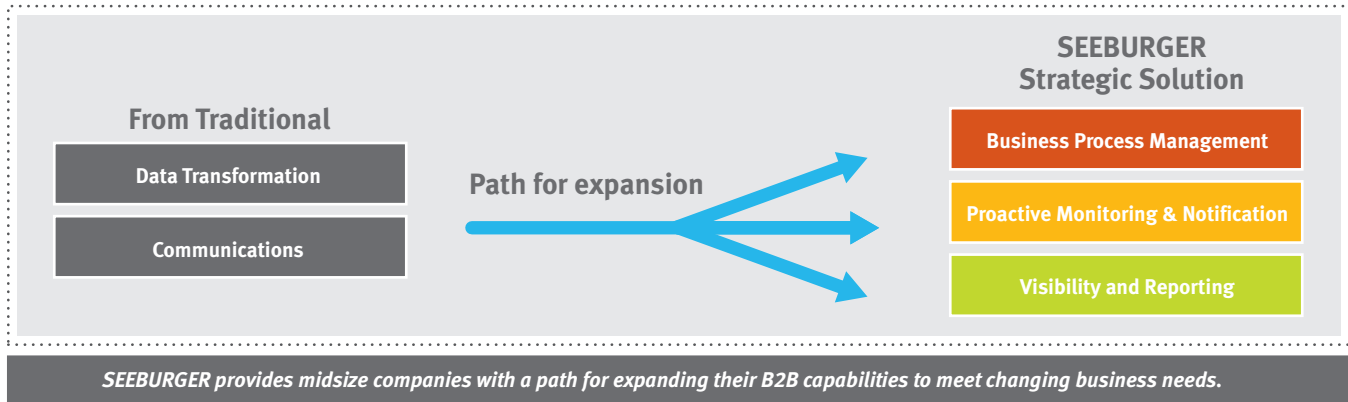
Enterprise-grade functionality that is affordable for midsize companies

Scalable solution that grows with business needs

Full range of professional services, from implementation to outsourcing

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management, and invoice automation, among other capabilities. Unlike B2B packages from other vendors, SEEBURGER does not lock midsize companies into basic functionality that is unable to grow with the organization's needs.

SEEBURGER also offers professional services that complement and extend a midsize company's existing resources. SEEBURGER supports midsize companies with a full range of services, from basic installation and training to a completely outsourced solution.

About SEEBURGER

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. Launched in 1986 to provide integration solutions to the automotive industry in Germany, the company today is ranked among the top business-to-business gateway providers by industry analysts, and serves more than 7,500 customers in 50 countries and more than 15 industries through its flagship B2B Gateway and related products and services. SEEBURGER has global offices in Europe, Asia Pacific and North America, including a U.S. office that opened in 1998. **For more information, visit www.seeburger.com.**

Navico International slashes EDI costs, improves trading partner relationships, and automates key processes with SEEBURGER solutions.

In 2006, the U.S. division of marine electronics manufacturer and navigation systems expert Navico International decided to bring its previously outsourced EDI system back in house. It turned to SEEBURGER for a B2B enablement solution that would meet its needs. With its previous EDI solution, Navico was paying \$150,000-plus per year in EDI maintenance and had to expend a significant amount of effort to add new trading partners or update mappings for existing partners. Dropped messages resulting in retailer charge backs and late payments also posed a problem. After implementing SEEBURGER BIS, Navico was able to reduce its annual EDI maintenance costs by 90%. SEEBURGER's mapping capabilities also enabled Navico's IT team to more quickly create message mappings for new and existing trading partners. Finally, SEEBURGER provided Navico with the capability to instantly confirm the delivery of important messages, as well as automate processes such as identifying exceptions in message acknowledgements and routing purchase order changes to sales representatives.