

# SEEBURGER

## E-Business Evaluation (SEE)

### OVERVIEW

The SEEBURGER E-Business Evaluation (SEE) offers evaluation services to clients, both of current business processes and potential opportunities for improvement through the application of automated e-business tools. Not intended to re-engineer entire business processes, rather, SEE provides the venue for a short-term engagement to determine if tools and techniques readily available may help the client achieve their goals.

### BACKGROUND

Prior to any on-site meetings, a SEEBURGER Solution Architect (SA) engages the client in exploratory telephone conversations to identify the client's needs. Typically, this is a mid-level discussion covering business and/or technical analysis of the process (or processes) in question. During these conversations, the client and SEEBURGER SA mutually agree as to the necessity of onsite discussions as well as the general scope of the engagement. Most engagements span one to three days and include the following:

- Series of information-gathering interviews onsite at client's business location
  - 1 day onsite interviewing
  - 1-3 days off-site deliverable development
- Led by a SEEBURGER SA
- Leverages knowledge of Subject Matter Experts (SMEs) from the client, with e-business process knowledge from SEEBURGER SAs

### SEE DELIVERABLES

Summary of findings (PowerPoint presentation or spreadsheet ROI analysis, depending on scope)

Process flow charts and/or process overviews

Prioritized recommendations

Financial justification model for recommendations (optional), if base financial data is provided by customer; ROI Analysis (if appropriate)

Summary of interviews

Next steps

*(actual deliverables will be based upon the goals of each engagement)*

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## BENEFITS

This process of inquiry can pinpoint whether implementing e-business tools and techniques will be effective in improving existing processes, and whether a sufficient return on investment exists to justify such an implementation. Benefits include:

**More complete solutions**

**More rapid identification of appropriate solution sets**

**Speedy identification of high-impact opportunities for process improvement**

**All of the benefits of utilizing SEEBURGER products, only faster, due to increased focus on a specific business need**

**Works well with initiatives to consolidate platforms/ vendors/overlapping products**

## A CLOSER LOOK AT SEE

### *A Focused Goal*

The goal is to identify specific efforts that can be undertaken in a short period of time (generally six months or less) to significantly impact a client's business plan.

- A quick yet in-depth review of a specific business process
  - Example: order-to-cash or procure-to-pay
  - Example: prioritized list of potential e-business projects
- Detailed interviews uncover the entire process flow in a very short period of time
- Provides a means for the client to review current processes
- Also provides valuable input and ideas from knowledgeable business process experts



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## AN ORDERLY METHOD

While the actual method followed during each SEE is specific to the particular business process under evaluation, and the unique steps that each individual client executes within their company, there is a common progression (see figure 1) that includes the following:

1. Introduction of client to the SEE process via a telephone meeting prior to on-site interviews.
2. Conference call between SEEBURGER Sales Representative, SA, and Client Sponsor
  - Review customer's situation
  - Define the scope of the SEE
  - Agree on list of interviewees
  - Coordinate date of the engagement
3. SEEBURGER SA develops and delivers a preliminary agenda to client sponsor for distribution to interviewees so that they can prepare for the onsite meeting(s)
4. Perform onsite meeting(s). Typically, this includes multiple interviews with individual business areas, or may be a single meeting with participants from all affected business areas. The process under discussion is diagrammed from start to finish, with problem areas highlighted and potential remedies identified.
5. The Interview Process
  - 60 – 90 minutes per Subject Matter Expert (SME)
  - Questions:
    - General background of interviewee and area of responsibility
    - Key initiatives and issues for their respective areas, along with company business plan items supporting those initiatives
    - Step-by-step description of business process (A/P, Purchasing, receiving, etc.)
    - Identification of bottleneck/problem areas in the current process
    - Suggestions for improvements in the process
6. The SEEBURGER SA creates the SEE findings and presents them to the client
  - The SA will then review findings and identifies areas for potential improvement. He/she then identifies processes and technologies that can alleviate the problem areas and make recommendations to the client sponsor. This phase may include additional phone conversations with client Subject Matter Experts (SMEs).
  - The proposed solution(s) are presented to the client team, generally via an onsite meeting.

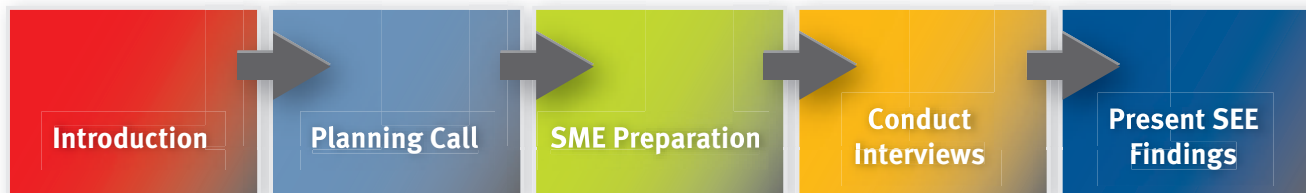


Figure 1: The SEE process teams the client's SME knowledge with the e-business process knowledge from SEEBURGER SAs in an orderly method to maximize results.

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### PARTNERING WITH CLIENTS

While the SEEBURGER SA provides direction throughout the SEE process, client participation is vital. Perhaps most important to the success of the process is the primary Client contact. This individual serves as the primary contact for the SEE process, and performs the following tasks:

- Communicates with sales regarding needs and plans
- Obtains internal client sponsor
- Works with SA to establish scope of SEE
- Identifies internal SMEs
- Provides written responses to questions submitted ahead of the interviews
- Attends kickoff session
- Participates in interviews
- Attends final presentation of findings
- Works with sales to secure budget and implement solutions

### 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 BIS 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.

