



customers were using now and would also support our future objectives, particularly around AS2 and RFID integration.”

He continues, “Larger customers are always looking for the best way to streamline transactions, from ordering through to payment, and EDI gives them that. When we receive an order, our system needs to automatically integrate with their systems to ensure fast, accurate transaction management. We also need to be able to share product information with customers, such as future pricing and availability, and this requires seamless interfaces between our SAP system and our customers’ trading system.”

Having an integration system that could handle the complex requirements of all customers was essential to Irish Distillers. “Most of our customers use a common file protocol and the data looks similar. However, potentially, each one is different and as our relationship with them evolves we often end up with a different mapping. A key reason for selecting Seeburger was the inherent flexibility in the system. BIS can easily adapt to new protocols and this means we can deliver an integration solution for every single one of our customers,” says John.

Requirements for the future are of key importance to the company. John Kenny adds, “Our sister companies in France and the US have already implemented AS2 for key customers, including Carrefour and Walmart. Major retailers all over the world are driving the need for improved integration and supply chain efficiency and our own customers in UK and Ireland are also insisting we trade this way. As a major supplier, we have to be fully prepared to deal with customers however they want us to and Seeburger is a key factor in allowing us to deliver this compliance.”

John Kenny is looking still further to the future and the fast approaching RFID technology. “RFID requires a tag on each product that allows it to be traced from the warehouse through to the consumer’s shopping cart. This means providing a host of information in various formats throughout the supply chain. Seeburger provides the capability to integrate these tags with the various application elements of the supply chain and ensure the product is tracked accurately and quickly throughout the system.”

He concludes, “We looked at several options for our company integration strategy and selected Seeburger for several reasons. Firstly, the product itself is very flexible

and easy to use and Seeburger demonstrated that it could cope with all file transfer protocols, including XML and AS2. Secondly, Seeburger has a very close relationship with SAP, ensuring we were getting an integration product that would be ideally suited to our existing IT infrastructure. Finally, we were really impressed with the knowledge and professionalism of the people. They were keen to answer all our questions fully and through their own presentations and access to reference sites, we were made to feel very confident that we had the best possible integration tool currently available.”

Ends

**About Seeburger**

Founded in 1986, Seeburger is a privately owned company with 16 offices based in Europe and the Americas and partners in Australia, Asia and Africa. The company has more than 6,000 customers worldwide and in 2002 achieved the status of market leader in Europe. Seeburger provides a Business Integration Server that allows companies to deliver business to business (B2B) integration with each of their trading partners. The solution delivers a seamless integration between Enterprise Applications, such as ERP, Supply Chain Management, Finance and CRM, and the applications, marketplaces and portals of trading partners.

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