



Integration/ERP News

SEEBURGER Expands Asia Pacific Operations with the Opening of Japan Office
B2B connectivity specialist beefs up local capabilities with new Tokyo-based unit to serve current, new customers
By Editorial Staff

Tokyo — September 14, 2009 — B2B connectivity specialist **SEEBURGER** is expanding its Asia Pacific operations with the opening of a Japan unit to complement its existing partner network in the country, increasing local [service](#) and support to customers using SEEBURGER products for electronic data interchange (EDI) and B2B integration.

With the new Shinagawa, Tokyo office location, SEEBURGER has 18 offices around the world capable of providing local-language sales and technical support for both local and [global enterprises](#). In Asia Pacific, SEEBURGER has local offices in Hong Kong, Shanghai, Beijing, Australia and now Japan.

"Our new Tokyo office signifies SEEBURGER's commitment to our local customers, partners and the Japan market," said James Hatcher, managing director of SEEBURGER Asia Pacific. "Since SEEBURGER entered the market in 2007 with **KEL: Kanematsu Electronics Limited** as our first partner, our customer base has rapidly expanded."

SEEBURGER's customers in Japan include **D&M Holdings, Kayaba** and **Hankyu Express International**. "Our new office will extend SEEBURGER capabilities, playing an integral role in both supporting local customers and strengthening our worldwide IT processing operations," Hatcher said.

One recent project in the apparel industry enabled **DOME CORPORATION**, an exclusive licensee of performance athletic brand **Under Armour** in Japan, to utilize SEEBURGER's technology to establish an information integration platform with its retail customers and distribution channels.

SEEBURGER said its B2B platform simplifies the process of automating supply chain relationships, integrating internal applications and performing associated tasks such as business activity monitoring, enabling large and advanced EDI and B2B implementations. The platform is able to support all global trading requirements with a single [solution](#), aiding global enterprises that wish to simplify their technology infrastructure by standardizing on one B2B platform for all offices, the solution provider said.