

**New SEEBURGER RollOut Portal Reduces EDI/B2B Onboarding Costs,
Offering Self-Serve Trading Partner Enablement for Manufacturers & Others**

Can Be Used with Any B2B Gateway Including SEEBURGER Business Integration Server

ATLANTA (March 18, 2009) - SEEBURGER Inc. today announced the availability of the RollOut Portal, an online tool allowing self-serve on-boarding and recertification of customers and suppliers to EDI/B2B systems operated by automotive manufacturers, consumer products goods companies, retailers and other organizations. The portal – which can be used with any B2B gateway – virtually eliminates the cost, time and effort required to connect new trading partners to the central hub, migrate existing partners to a new system, change partner configurations, and launch new rollout campaigns.

According to industry estimates, manual trading partner enablement by a hub company's IT staff takes 10 to 15 days and costs \$15,000 to \$20,000 per partner. The SEEBURGER RollOut Portal reduces the timeframe to a few days and removes the company running the EDI/B2B system from the partner testing process entirely by automating all functions and providing step-by-step online instructions.

Customers and suppliers can self-test both the data structure of a given EDI/B2B message and the communications protocol being used to transmit the message, including AS2 and OFTP, simply by uploading the test message and pressing 'Start Test.' This allows partners to control the testing schedule and avoid IT bottlenecks on the sponsoring company's side. Test results are delivered immediately with reports that pinpoint the cause of any testing failures.

If the hub company is using the SEEBURGER Business Integration Server (BIS) or other SEEBURGER solutions for EDI/B2B communications, a new SEEBURGER-exclusive Move2Production capability automatically puts successful RollOut Portal-tested messages into production without the time, expense and error risk of rekeying all information.

Companies that use SEEBURGER BIS or adapters also have access to connectivity options for trading partners of any size and technology infrastructure. SEEBURGER offers solutions for automating transaction document exchange via traditional EDI, a Hub & Spoke system that supports AS2-based point-to-point integration for partners that are too small or unwilling to be EDI-enabled, and a variety of Web-based options for smaller partners that still do business on paper.

"Traditionally, enabling trading partners has been an expensive and time-consuming endeavor that not only ties up the hub company's IT staff but also slows the process of realizing the cost savings associated with automating transaction handling," said Bill Metallo, VP at SEEBURGER. "By eliminating manual partner on-boarding and recertification, our new RollOut Portal reduces costs, accelerates trading partner enablement ROI, and brings new efficiencies to supply chain processes."

The SEEBURGER RollOut Portal is available as a software license for in-house installation, under the SaaS model, or as a service deployed and managed by SEEBURGER.

The portal is the latest addition to the SEEBURGER's EDI/B2B solution suite, which includes multiple standalone B2B gateways for disparate enterprise needs, EDI adapters for use with SAP NetWeaver XI or PI, and related products. SEEBURGER 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.

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 leading industry analysts, and serves more than 7,800 customers in more than 50 countries and more than 15 industries through its flagship Business Integration Server 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

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