



SEEBURGER Offers Rapid Migration Framework for Sterling B2B Customers, Including Free \$15,000 Move2Production Package

Facilitates EDI/B2B Upgrades Following IBM's Acquisition of Sterling Commerce

ATLANTA, GA, July 13, 2010 – SEEBURGER Inc. today announced a rapid migration package – including a free message activation tool that normally sells for \$15,000 or more - for North American organizations considering replacing Sterling Commerce's Gentrant or other Sterling B2B gateways in the wake of IBM's planned acquisition of Sterling from AT&T. The package significantly shortens migration time to SEEBURGER's Business Integration Server (BIS), one of the most advanced and widely adopted platforms for collaborative commerce, EDI/B2B communication and other business integration functions.

Already used in multiple successful migrations, the rapid migration framework accelerates SEEBURGER BIS deployments by providing features such as pre-defined workflows, automatic transfer of custom message layouts, automated old/new file comparison, and automated master data migration from legacy platforms into the BIS environment. These tools significantly reduce deployment costs and help speed the process of realizing the benefits of supply chain collaboration.

In addition, SEEBURGER offers rapid point-and-click testing of new EDI/B2B messages through an online portal, plus a Move2Production package that puts successful tested messages into production without the time, expense and error risk of rekeying all information. Move2Production, a BIS add-on starting at \$15,000, will be free for Sterling customers who sign up to migrate to the BIS platform through October 15, 2010.

Sterling customers taking advantage of the offer will also gain access to advanced SEEBURGER functionality ranging from easy message tracking by business users, to a one-platform architecture that ensures compatibility of all components and adapters, to automated document exchange for non-EDI-enabled customers and suppliers via e-mail, spoke units and partner portals. SEEBURGER BIS and related products are available as a software license, under the Software-as-a-Service (SaaS) model, or as a service deployed and managed by SEEBURGER.

"There are hundreds of enterprises running older Sterling Gentrant technology that offers limited functionality and that many believe IBM will sunset. Even upgrading to a newer Sterling gateway will require a major migration project with new message maps, so many of these organizations will be reevaluating their B2B integration strategy from the ground up," said SEEBURGER Vice President Bill Metallo. "Our rapid migration framework offers an easy transition to a market-leading platform with a clearly defined roadmap for support for many years to come."

SEEBURGER has been providing advanced EDI/B2B solutions since 1986. The company 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 8,000 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

SEEBURGER CONTACT:

Monisha Mills

SEEBURGER Inc.

678 638 4884

m.mills@seeburger.com