

# SAP NetWeaver & SEEBURGER

## Ensure that Your Business Partners Are Fully Integrated into Your Business Processes



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Over the last decade, those companies that have managed their core business operations the most efficiently and effectively have gained competitive advantage and garnered a higher percentage of market share. We're seeing a renewed emphasis on core applications and back-office processes in financials, human resources, and purchasing, among other business areas. However, as market leading companies have managed to focus on business fundamentals — providing a quality product or service to the consumer in a timely fashion — they have also realized that, in a real-time economy, the underlying technology is a key to their competitive advantage.

As companies expand into global marketplaces, as products become more complex, as consumers demand quality products in a shorter time frame, an organization's ability to manage the informational flow becomes extremely important. Integration technology can populate this information across the organization, as well as through the extended supply chain, where economies

of scale mean more noticeable return on investment. The fundamental technology that market-leading companies have used for over 20 years to exchange critical information such as purchase orders, invoices, and delivery forecasts is Electronic Data Interchange (EDI). In 2004, this has not changed.

All of this might sound familiar, but the shift is in where and how you use the business content you gain from this integration. Internal and external collaboration solutions are no longer just simply toolsets that facilitate translation, routing, and communication — they are core components of your IT landscape that are critical to your operational planning and, ultimately, to your bottom line.

With the introduction of SAP NetWeaver, SAP has brought internal and external integration and collaboration into their core functionality. SEEBURGER has partnered with SAP to provide both EDI adapters and industry expertise in the area of EDI. What does this mean for SAP customers?

- With the SAP NetWeaver infrastructure, you have the ability to reduce the number of information hand-offs and potential failure points between applications and trading partners
- You gain long-term stability and reusable business content throughout SAP applications, with offerings that will still be relevant as your IT landscape grows and changes
- You can more easily integrate a range of trading partners with enablement solutions, which drive higher ROI for your business processes

Often with best-of-breed integration solutions, the data passed between your organization and your partners did not always find its way into your back-office to help shape strategic planning or operational decision-making. And while full integration of your extended supply chain is the goal, it has typically been difficult to truly integrate all your trading partners — especially smaller partners. SAP NetWeaver and SEEBURGER can help on both counts.

### Business Content Without Boundaries

Wherever electronic collaboration takes place, organizations achieve an initial ROI from automating manual processes; however, further benefits come from

***“Several reasons point in favor of investing in the SEEBURGER EDI Adapters. We decided in favor of the SEEBURGER solution because we are convinced by SEEBURGER’s enduring relationship with SAP, the rich technical functionality of their solution, and the documented ease of integration with SAP NetWeaver (SAP XI). The ease of configuration combined with the professional and responsive implementation team ensures that we have the right long-term EDI solution.”***

*—Pete Dukelow, Director of E-Business, BreconRidge Manufacturing Solutions*

## Long-Term Partners, Long-Term Success

SEEBURGER is a longstanding partner with SAP. Since 1995, over 1,000 SAP customers around the globe utilize SEEBURGER's solutions to solve external integration issues. Our worldwide consulting organization has core competencies in the area of trading partner integration regardless of industry or geography, and our solution has stayed the path to ensure our customers' ongoing success:

- Certified for all versions of SAP R/3 3.x and SAP R/3 4.x
- EDI-certified since 1996
- ALE-certified since 1998
- SAP/XML-certified since 2000
- Provider of EDI Adapters for SAP Exchange Infrastructure since 2003

***“SAP is pleased to expand our relationship with SEEBURGER to ultimately extend the functionality of the SAP Exchange Infrastructure. Our customers will benefit by more easily building integrated processes with their business partners in an efficient, reliable, and secure manner, whether the integration is based on existing EDI technology or emerging Internet standards.”***

*—Klaus Kreplin, Member of the Extended Management Board, SAP NetWeaver*

using this business content throughout the application landscape. This is the role that SAP NetWeaver plays, with components such as SAP Business Information Warehouse (SAP BW), SAP Enterprise Portal (SAP EP), and SAP Supplier Relationship Management (SAP SRM). Examples of benefits include:

- **Business intelligence** — With SAP NetWeaver, you can combine business content from your extended supply chain and combine it with the analytics functionality of SAP BW for integrated supply chain and exception management reporting
- **Supply chain management** — Using SAP Enterprise Portal, you can access Vendor Managed Inventory (VMI) functionality via a portal interface

- **Supplier relationship management** — With SAP SRM, you can provide one interface, including portal access, traditional EDI, and XML collaboration, to all suppliers for 100% supplier enablement

## Enabling Smaller Trading Partners

Organizations have always been challenged when trying to integrate 100% of their trading partners. Smaller organizations faced technical and economic barriers to enter this collaborative environment in the past; however, newer technology solutions are now available to the market. Unfortunately, many larger organizations have not implemented these offerings for their smaller trading partners, so inefficiency and

manual process gaps still exist through much of the extended supply chain. To close these gaps, SEEBURGER provides flexible solutions such as:

- **WebEDI** — Browser-based access allows partners to manage their document exchange
- **Hub & Spoke** — A spoke provides translation and communication to the hub, as well as supports basic integration with a supplier's backend application
- **Paper2ERP** — Automated processing made possible for paper-based documents by converting inbound faxes into a usable data format such as Flat File, IDOC, or XML, with the help of innovative recognition and crosschecking technology.

## Continuity in a Tumultuous World

In a business climate where change is the only constant, it's important to know that SAP looks out for its customers' needs — including visionary solutions to ensure that your business partners are integrated into your business processes. Decision-makers face many choices when looking at integration solution providers, and we have all seen the rise and fall of best-of-breed integration solutions. For long-term success, you need vendors who will be beside you every step of the way and who will still be in business when the dust settles — experts like SAP and SEEBURGER.

For more information on SEEBURGER's solutions for SAP customers, contact [s.sprague@seeburger.com](mailto:s.sprague@seeburger.com) or visit [www.seeburger.com](http://www.seeburger.com). ■