

## P R E S S R E L E A S E

### **SEEBURGER in Leaders Quadrant of New B2B Gateway Report**

ATLANTA (June 16, 2008) — SEEBURGER Inc. announced today that it has been named to the "Leaders" category in the new Gartner Inc. Magic Quadrant analysis of business-to-business gateway providers released this month. SEEBURGER's Business Integration Server and associated products are used by more than 7,500 companies around the world to automate trading relationships throughout the supply chain, offering a single integrated and highly scalable global platform with automated workflow, advanced message tracking, and the ability to integrate 100% of an organization's trading partners including those that still do business on paper.

The new Gartner report, titled "Magic Quadrant for B2B Gateway Providers," positions 14 B2B gateway vendors in the quadrant based on criteria including ability to execute, which includes overall viability, sales execution/pricing, market responsiveness and track record, marketing execution, customer experience and operations.

Vendors earning a position in the Leaders quadrant "are likely to have high revenue and commitment to the market, high market share and installed bases, and products that are of interest to large audiences. In addition, leaders have demonstrated domain expertise and presented compelling messages that have penetrated the market (intentionally or unintentionally)," according to the report.

"Most of the business-to-business (B2B) gateway software solutions rated in this Magic Quadrant have matured to the point where they can support a wide range of B2B projects; nevertheless, areas of substantial product functional differentiation remain, including overall product maturity, scalability, service-oriented architecture (SOA) service enablement, architectural coherence and community management," the report noted. "Vendors also differ substantially in terms of price/value, market understanding, market share, industry domain expertise, international strategies, global sales and support, and — last but not least — customer experience."

"SEEBURGER has dedicated itself exclusively to business-to-business integration for more than two decades. That is clearly reflected in the maturity of our platform and our wide market adoption, and we believe it contributed significantly to our placement in the Leaders Quadrant in this new Magic Quadrant report," said Bill Reeves, VP Strategy and Marketing of SEEBURGER US. "Organizations that are replacing their legacy EDI/B2B platforms or adopting B2B gateways for the first time can learn a lot from reading Gartner's objective evaluation of the various solutions on the market."

#### **About The Magic Quadrant**

The Magic Quadrant for B2B Gateway Providers by Benoit J. Lheureux and Paolo Malinverno is copyrighted 2008 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a

specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

**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 top industry analysts, and serves more than 7,500 customers in more than 50 countries and more than 15 industries through its flagship B2B Gateway 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](http://www.SEEBURGER.com)

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