

# ORACLE AND SEEBURGER:

## SEAMLESS INTEGRATION DRIVES RISK OUT OF EDI FOR AUTOMOTIVE INDUSTRY

### ROBUST CAPABILITIES

"We are pleased to partner with Oracle – a proven leader in the automotive industry. By integrating our market leading B2B Gateway into their world-class ERP platform, we can offer automakers unparalleled global collaboration capabilities through seamless EDI/ERP integration."

~Andreas Gaiser, Chief Operation Officer and Head of International Operations, SEEBURGER

*As global collaboration proliferates, the amount of automotive business transactions and general information sharing increases. To this end, ERP must extend beyond the four walls of an enterprise and be electronically accessible to all trading partners within and across the extended supply chain.*

*To facilitate these transactions, Oracle and SEEBURGER have created a robust EDI Gateway solution that enables vehicle and equipment manufacturers to respond rapidly to multiple changes in EDI specifications and easily manage the flow of information to their ERP systems.*

### Growing Challenges for OEMs and Suppliers

While the automotive industry continues to expand globally, profit margins are shrinking, budget pressures are mounting and the web-enabled global economy is intensifying competition and increasing consumer sophistication.

Exacerbating these challenges is that vehicle and equipment manufacturers face production and supply chain bottlenecks caused by inflexible operations, inefficient schedules and over-stocked inventories. Distribution is also made difficult by slow and expensive transportation and logistics processes.

"By migrating to the Business Integration Server, we are fully prepared for all future requirements. Besides classical EDI, we are now able to efficiently implement upcoming XML-Standards, such as the Common Aftermarket Protocol for the European-wide connection of spare parts dealers. It is our plan to use the integration platform for automation of internal processes in the near future as well. We are especially convinced with the integration knowledge of SEEBURGER in addition to the tremendous flexibility of the platform."

~Ursula Gossen, IT Manager, NGK

### Simplifying EDI and ERP

To help vehicle and equipment manufacturers surmount these challenges, Oracle has combined its robust ERP capabilities with SEEBURGER's powerful EDI tools to create a solution, which delivers pre-configured connectivity and automates document exchange between EDI data and ERP systems.

### Driving Toward the EDI Gateway

Whether insourced or hosted, the Oracle and SEEBURGER EDI Gateway solution provides EDI mappings, maintenance, communications, and optional bar-coding. In addition, the EDI-Gateway solution includes:

- **Industry standards** such as Ansi X.12, Edifact, Odette, VDA, and optional capability for other standards including ebXML, Common After Market Protocol (CAP), IV&I, STAR standards

## SUPERIOR OWNERSHIP

"Oracle is a global leader in the automotive industry, providing unmatched capabilities and advantages to our automotive customers. Our partnership with SEEBURGER improves upon our expertise by making EDI and ERP integration less complex and providing increased standardization of the communication between suppliers and OEMs. It will allow us to offer our customers enhanced global collaboration while dramatically reducing implementation times and total cost of ownership."

-Ed Allen, Director of Automotive Industry Solutions, Oracle

- **Global communications** such as value-added networks, EDI-INT AS2, ANX, ENX, and OEM specifics such as EBMX
- **Hub and Spoke architectures** for those partners that desire but can't afford end-to-end integration via electronic formats
- **Web Forms and Portals** for those that don't have the IT staff to support a technology infrastructure but want to move away from paper processes
- **Advanced Artificial Intelligence** to handle Paper or Faxes as the overwhelming majority of transactions are done via paper. It is critical that solutions provide more than just simple Optical Character Recognition (OCR). To truly make a difference, this type of solution must be able to read data from an image, capture data, and translate data into a usable application format.
- **RFID compliance**, enabling companies to map, test and implement an RFID compliant infrastructure and process.

## Improving Supply Chain Performance

- **Reduce time to market** by enabling collaborative product development
- **Increase pipeline visibility and improve customer service** by synchronizing requirements across sales, production and order fulfillment cycles
- **Eliminate waste** by avoiding excess capacity and gaining greater control over production requirements and constraints

## Minimizing Cost Pressures

- **Reduce implementation costs 30 to 40 percent** by leveraging pre-defined OEM and Tier 1 EDI templates, and consulting packages for quick implementation and roll out
- **Decrease ongoing support costs up to 50 percent** through mapping maintenance services which manages the constant OEM changes and alterations

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