

SEEBURGER's SAP-Focused Partner Program Earns CRN's 5-Star Rating for 2nd Year

Economical New SMB Bundles Help Drive B2B Integration & Managed File Transfer Sales

ATLANTA, GA, March 25, 2013 – For the second consecutive year, global business integration solutions provider SEEBURGER has earned a 5-Star Partner rating in CRN's 2013 Partner Program Guide for its robust [partner program](#) for VARs and system integrators with SAP practices. New additions to the program since last year include economical bundles that fit the budgets of mid-market companies while also simplifying sales of SEEBURGER [business-to-business integration solutions](#) for needs such as trading partner communications and secure file sharing.

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SEEBURGER's inclusion in the 2013 CRN Partner Program Guide and CRN 5-Star Rating is based on the company's investments in program offerings, partner profitability, partner training, education and support, marketing programs and resources, sales support and communication. The guide is the definitive listing of manufacturers and software publishers that service solution providers or provide products to the IT channel. The 5-Star Partner Program rating recognizes an elite subset of Partner Program Guide vendors offering the best partnering elements in their channel programs

"Our partner program targets VARs and system integrators who can use our business integration platform to help mid-market customers extend the value of their SAP deployments. It's a compelling add-on sale with strong competitive advantages including the ability to use the same integration engine for EDI/B2B processing, managed file transfer and SAP solution extensions such as automated order-to-cash processing," said John Applegate, VP Global Channels & Alliances, at SEEBURGER. "This recognition from CRN reflects the sales, marketing, technical and support services we offer to assist the channel in driving this business and consequently building their bottom line."

The [SEEBURGER Business Integration Suite](#) (BIS) provides a central platform and data hub for configuring, executing and managing multiple B2B processes, eliminating the need for point solutions that add deployment and management overhead. The BIS suite includes the [SEEBURGER B2B Gateway](#), which automates trading partner communications; [SEEBURGER Managed File Transfer](#) (SEE MFT), a multiple-award-winning set of solutions providing secure and auditable exchange of sensitive and/or large files that exceed email attachment limitations; [application integration capabilities](#) to enable seamless data exchange across applications; and [SAP solution extensions](#) that provide fully automated order-to-cash, SCM monitoring and related functions enabling benefits such as faster time to revenue.

Key selling points for VARs and system integrators include:

- **Tight integration of all components with SAP**, enabling seamless transaction message generation, validation and tracking for supply chain communications; secure SAP file sharing both inside and outside the firewall; end-to-end automation of order-to-cash processes from order entry and verification to delivery, invoicing and receipt of payment; and more.
- **A single modular platform** that supports multiple business integration functions, enabling customers to add new components without adding new infrastructure.

- **A WebEDI option** that makes it possible to exchange purchase orders and other transaction messages electronically with customers or suppliers without an in-house EDI infrastructure.
- **One consolidated view** of both structured and unstructured data exchange activity, streamlining administration and increasing visibility for governance and regulatory compliance.
- **Cloud, managed services or on-premise deployment options**, along with rapid implementation and fast return on investment.

“The companies listed in CRN’s 2013 Partner Programs Guide represent a comprehensive list of the best channel programs in the market today,” said Kelley Damore, Senior Vice President and Editorial Director for UBM Channel’s *CRN*. “The 5-star award is reserved for vendors that understand that a successful partnership does not rely solely on the technology. By offering their partners tools, education and regular updates, vendors on this list go above and beyond traditional support to ensure a mutually beneficial partnership.”

The 2013 Partner Program Guide will be featured on CRN.com and in the 5-Star Partners listing will be highlighted in the March 2013 issue of *CRN*. More information about the SEEBURGER partner program is available at <http://www.seeburger.com/partneralliances/>

About SEEBURGER

SEEBURGER is a global provider of business integration and secure managed file transfer (MFT) solutions that streamline business processes, reduce operational costs, facilitate governance and compliance, and provide visibility to the farthest edges of the supply chain to maximize ERP effectiveness and drive new efficiencies. All solutions are delivered on a unified, 100% SEEBURGER-engineered platform that lowers the total cost of ownership and reduces implementation time. With more than 25 years in the industry, SEEBURGER today is ranked among the top business integration providers by industry analysts, serves thousands of customers in more than 50 countries and 15 industries, and has offices in Europe, Asia Pacific and North America. For more information, visit www.seeburger.com