

## SEEBURGER Forms Global B2B Integration Partnership with Aditya Birla Minacs

*Will Enable Minacs to Fulfill Customers' B2B Needs & Deliver Enhanced OEM Solutions Utilizing SEEBURGER Technology for Trading Partner Communications, Managed File Transfer & More*

**ATLANTA, GA and BANGALORE, INDIA (June 11, 2013)** - SEEBURGER today announced a global strategic partnership with Aditya Birla Minacs, a business solutions provider with 36 delivery centers on three continents and a fully owned subsidiary of the multinational conglomerate Aditya Birla Group, for deployment and OEM use of the award-winning SEEBURGER Business Integration Suite. Under the agreement, Minacs will make SEEBURGER technology available to customers with intra- and inter-company collaboration needs such as [trading partner communications](#) and [managed file transfer](#) (MFT); provide implementation services; and incorporate SEEBURGER solutions into industry-specific Minacs products including its TradeFree product suite for the banking sector.

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The partnership has already yielded several joint opportunities, including a leading Asian bank where a joint solution is being proposed to manage workflow, document routing, archiving, retrieval and integration, and a multinational healthcare services company that is working with Minacs' product engineering division to enhance its offerings.

Minacs also expects the partnership to advance its SAP practice, which currently specializes in implementing SAP's mobile commerce platform. SEEBURGER's tight integration with SAP systems as well as its SAP-specific solution extensions for applications such as supply chain monitoring and order-to-cash automation give Minacs an opportunity to increase its engagements with SAP Global Delivery, an arm of SAP Consulting, by serving customers with joint SAP/SEEBURGER deployment needs.

"Minacs has more than 150 B2B integration engagements under its belt, a strong global presence, and deep experience in the banking, government, high-tech, manufacturing, telecom and automotive industries that match our own vertical markets," said Rohit Khanna, EVP, Global Channels & Alliances, SEEBURGER. "This partnership is an ideal fit that will increase the global consulting and deployment resources we can offer to both new and existing customers."

"Partnering with SEEBURGER will enable us to extend new B2B and application integration capabilities to our TradeFree suite customers in the banking and financial services sector, while also providing best-of-breed integration solutions for customers in other industries," said Shoaib Ansari, Chief Delivery Officer of Aditya Birla Minacs. "Together, we can advance business process improvement initiatives to help companies achieve new automation and efficiencies."

The SEEBURGER Business Integration Suite uniquely combines trading partner communications and secure managed file transfer in a single solution, providing a single transmission gateway and single unified monitoring portal along with a simplified B2B and MFT infrastructure and lower total cost of ownership. The SEEBURGER portfolio also includes various SAP solution and vertical line extensions. All solutions are available in a choice of cloud, managed or on-premise delivery models, scalable for any size company, and compatible with all ERP systems and EDI/B2B standards.

**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](http://www.seeburger.com)

**About Aditya Birla Minacs**

Aditya Birla Minacs is a leading business solutions company that partners with global corporations in the manufacturing, retail, telecom, technology, media and entertainment, banking, insurance, healthcare and public sectors. The company provides a broad array of customer lifecycle, marketing, finance and accounting, procurement and IT solutions and services. 23,000 Minacs experts across three continents and 35 centers spanning Canada, Germany, Hungary, India, Jamaica, Philippines, the UK and USA power Minacs' solutions through a global delivery model that helps clients enhance revenues, profitability and customer service. For more information, visit [minacs.adityabirla.com](http://minacs.adityabirla.com)