SEEBURGER
BUSINESS INTEGRATION

Consumer Packaged Goods Industry

How SEEBURGER's Business Integration Solutions Can Make CPG Supply Chains More Efficient and Responsive

SEEBURGER has been working in the Consumer Packaged Goods (CPG) industry for 25 years. We have helped more than 1,500 CPG companies grow and manage their supply chains more efficiently, by making it easier to add and collaborate with new partners – regardless of their size, IT budgets, or technical knowledge. Our customers include some of the top names in the industry, including Bacardi, Coca-Cola, Crayola, McCormick, Pilgrim's Pride, Sara Lee, and Toys "R" Us.

How We Can Help You

Our flexible business integration solutions help CPG companies cut time, costs, errors, and paperwork out of their supply chains' operations. We let you offload the burden of working with multiple partners across your supply chain: retailers, suppliers, logistics companies, Customs handlers, and others. By automating your businessprocess connections with your partners, SEEBURGER solutions let you focus on building stronger, more resilient relationships. We can help you:
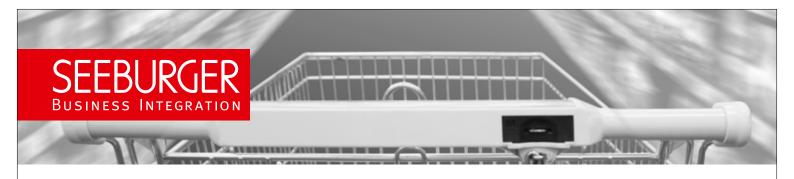
SEEBURGER solutions help you:

- **Connect more partners and onboard them faster** – including small business partners
- **Improve cash flow** by orchestrating and streamlining complex extended processes like Purchase-to-Pay and Order-to-Cash
- **Efficiently meet Critical to Quality, Perfect Order** and other customer requirements
- **Reduce the time and costs of handling exceptions** – by quickly identifying when, where and how a process failed and by involving those business users who can rectify the failure
- **Meet partners' compliance and business-standards** mandates across your partner portfolio
- **Boost margins** by reducing integration costs the number of platforms, and by improving service delivery.

Competitive Edge

Many CPG companies have a superior business process engine in SAP, which ensures the efficiencies of their internal processes. Things get exponentially more complex, however, when your processes extend across your supply chain. SEEBURGER reduces this complexity with Unified Data Orchestration. It's built into our solutions and links your ERP, e-commerce, electronic marketplaces, and other systems, helping you manage mission-critical partner data starting at the edges of your enterprise.

Unified Data Orchestration connects and streamlines far-reaching business processes that involve ransactional and non-transactional data across multiple systems: some processes that you own, other processes that you don't own. Unique among business integration solutions, Unified Data Orchestration lets you effectively orchestrate these processes – including more-effective interactions with humans – while monitoring the processes each step along the way.

- **Reduce the risk** of sending sensitive files and non-transactional data to wrong recipients outside of the company
- **Mitigate the typical slowdowns** that happen when paper is used for transactional process exchanges
- **Pre-empt the need for manual intervention** in situations where complex processes error out and require attention
- **Respond more quickly** to internal policy process changes or external mandates because there's no hard-coding involved

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Solutions That Deliver Results

SEEBURGER's business integration solutions will make you more efficient, more responsive and more reliable. Just ask some of our customers:

Pilgrim's Pride

When poultry producer Pilgrim's Pride acquired the chicken processing operations of ConAgra Foods in 2003, the acquisition united the #3 and #4 chicken producers in the country, elevating Pilgrim's Pride to the #2 spot. Pilgrim's Pride had 10 months to bring 17 ConAgra plants using five different manufacturing execution systems into its SAP environment. Both the plants and the trading partners inherited from ConAgra also had to be added to the company's Electronic Data Interchange (EDI) platform.

Using SEEBURGER B2B Gateway and SEEBURGER SAP Connector, Pilgrim's Pride handled both the B2B and the SAP integration tasks — and an ensuing jump from 10,000 to 23,000 transactions per day— quickly, easily and on schedule.

The B2B/Enterprise Application Integration (EAI) portion of the post-merger integration project took only 12 weeks: SEEBURGER's solution eliminated the need for hardcoding within SAP and handled B2B and EAI design, all with a single toolset. Post-acquisition, the same tools have enabled Pilgrim's Pride to add XML messaging and deploy other important new processes in record time. The company has realized faster time-to-market for new applications, as well as reduced development costs.

SEGA

SEGA of America, Inc., a subsidiary of SEGA Corporation in Japan, manufactures games for PCs, wireless devices, and gaming platforms like Microsoft's Xbox, Sony's PlayStation and Nintendo's GameCube.

SEGA of America needed to comply with Wal-Mart customer mandates, streamline its order process and create greater visibility of its inventory. Uploading new orders via modem to its 10-year old B2B/EDI system took hours. By using SEEBURGER's Business Integration Server and B2B Gateway for B2B/EDI communications, SEGA reduced the time to load orders into SAP from 1-1/2 hours to less than 4 minutes. The company also gained real-time updates to improve visibility of inventory and incoming orders; slashed its monthly VAN expenses by half; and reduced administrative personnel training from three months to three weeks.