SEEBURGER
BUSINESS INTEGRATION

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SEEBURGER EDI/B2B Cloud Services

SEEBURGER expertise in Japan successfully connects BRITA to local partners

BRITA has been relying on SEEBURGER Cloud Services for external EDI/B2B communications since 2013 to lighten the workload for its IT team.

As part of its SAP launch in Japan, the SEEBURGER Cloud Service has successfully connected local logistics service provider SHIBUSAWA and the EDI service provider PLANET for various messaging scenarios, as well as order and delivery processes.

Together with our Japanese partner ENDEAVOR SBC, SEEBURGER handled the central coordination of this project. Our Japanese expertise included language skills and cultural specifics, which enabled BRITA to place their trust in us during this critical transition. This successful project opened the door for further business partner connections down the road.

> " *With the central coordination and interface function of SEEBURGER, the cultural differences were compensated for and project completion was realized effectively and promptly.*
>
> *SEEBURGER/ENDEAVOR SBC have contributed to the success of the project with local expertise to meet the requirements in the Japanese EDI/B2B market.* "

Joel Luis Avancena, Manager Logistics, Finance & Operation, BRITA Japan KK

About BRITA

For almost 40 years BRITA has been among the leading experts in the field of water optimization. With a total revenue of € 429 million and 1.480 employees worldwide BRITA is a globally active group of companies with 23 national and international subsidiaries and branches. Production sites are located in Germany, Switzerland, Great Britain and Italy. 82% of its turnover is already generated outside the German domestic market. The family Company has been expanding successfully into international markets since 1980, with the result that BRITA products are now available in more than 60 countries around the globe. BRITA optimised water flows in households, restaurants and from vending machines and water dispensers all over the world.

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