



Company Profile

»Whenever a company seeks to automate process sequences with its business partners, SEEBURGER supplies the products and solutions required to do the job.«

Who are SEEBURGER?

SEEBURGER in brief

- Founded in 1986 in Bretten, Germany
- 11 worldwide organisations
- 6,000 customers from various industries
- Content, expertise & consulting from one source
- Strong partnerships with application providers and consultants
- Profitable and self-financed since 1986
- Continuous annual growth rates
- Member of W3C, OASIS, ebXML, AIAG, ODETTE, VDA, EAN, EDIFICE, GS1, SWIFT, VdEW, EPCglobal etc.

Company development

- 1986 Market launch of the most successful EDI solution for the automotive industry
- 1993 Expansion of the EDI solution for other industries
- 1995 First company worldwide to receive certification for SAP R/3 Rel. 3.x. (1998 for SAP R/3 Rel. 4.x.)
- 1996 European Software Innovation Prize for the EDWIN product at the ESIP '96
- 1997 Start of internationalisation in order to offer worldwide customer support
- 1999 SEEBURGER is the European leader for electronic data interchange (EDI/ EDIFACT) – the company became a plc.
- 2001 Successful positioning as solution provider for Business-to-Business integration
- 2003 Building a closer partnership with SAP
- 2004 Broadening of the product range for »Managed Services« such as outsourcing and hosting



»It is our aim to provide full business integration for each and every company with recurring business processes without them having to rethink their IT structures.«

Collaborative Integration of Business Processes

What is collaborative commerce?

Collaborative commerce describes the electronic cooperation between companies and ensures that processes are faster and more economical.

For example, orders created by clerks at their systems are automatically transferred to the correct suppliers in the correct format. The documents are also automatically processed and posted in the suppliers' systems.

Collaborative commerce requires the fast and automatic availability of information about inventories, sales figures, forecasts, consumption values, etc.

SEEBURGER enables this process by connecting heterogeneous IT landscapes of all the companies involved. The rationalisation effect is especially high since SEEBURGER realises the entire integration for each individual business partner. Even paper documents are integrated.

Yours,
Bernd Seeburger
Founder & CEO of SEEBURGER AG

Business Integration

SEEBURGER actively supports its customers during the realisation of this vision by providing business integration solutions.

We help customers to overcome the heterogeneity of their IT systems by providing a wide range of connectors. Therefore, the large scale costs for the individual programming of partner integration are avoided. The aim is to achieve a high rationalisation effect due to the complete connection of all the business partners.

The SEEBURGER business integration solutions enable companies to achieve a 100% partner integration – from large companies to small partners. This means that processes can be automated seamlessly along the whole logistics and value creation chain.



B. Seeburger

»Collaboration of tomorrow means
100% partner integration.«

Services of the SEEBURGER AG

Becoming a real-time company with 100% partner integration

- Structured consolidation of collaborative IT processes
- Protection of infrastructure investments with the use of WebServices or application server-based technologies which can enable integration in every IT landscape, regardless of ERP system, integration platform or similar
- Preconfigured industry and process packages
- Application of standards
- 100% partner integration via a wide range of integration versions – from Classic EDI and RFID to automated integration of paper documents
- Realisation on time and within budget due to the »one source« program with consulting and project management
- 24 hour safety due to 24/7 support and hosting
- Outsourcing and roll-out service by SEEBURGER B-to-B experts

What are the benefits of the SEEBURGER service?

- Reduction of inventories and release of tied-up capital due to increased processing and faster flow of information
- Reduction of throughput time due to a faster flow of information and automated data processing
- Reduction of processing costs by avoiding multiple, manual entries
- Increase in data quality by all the applied internal (ERP, CRM, SCM, PDM, etc.) and external (market places, portals) systems
- Prevention of material planning risks since decisions are always made on the basis of current and error-free transferred data
- Improvement of customer and supplier retention due to the integration of business processes
- Turnover increase thanks to improved market penetration due to automated presence in market places and portals
- High-degree of customer satisfaction due to short reaction times

»Integration should be childishly simple,
like a flow of electricity from the socket.
We wish to create simple and
perfect cross-company integration.«

Unique Selling Points

SEEBURGER's principles

Honesty

We attach great importance to long-term cooperation with our customers. This can only be achieved if false hopes and expectations are not raised and customers always receive honest answers from the very start.

Reliability

Only a company which operates »on time« and »within budget« can supply efficient project management. Since we utilise our customers' money wisely, reliability is one of our highest principles.

Down-to-earth

The realistic assessment of what is feasibly possible has made us a global company.

SEEBURGER's solution demands

Transparency

Our solutions have a clear structure and design. We work to simplify the complex IT structures of our customers and therefore employ every known market standard.

Independency

We attach great importance to strong partnerships. Therefore, we know all the market solutions and can apply our integration processes to every IT structure.

Stability

The more often an IT component malfunctions, the more expensive it becomes. SEEBURGER's systems are robust and are tried and tested just-in-time methodology.

What makes SEEBURGER so distinctive?

Complete partner integration of all channels including the electronic processing of fax and paper documents.

Setup of the integration processes on any existing IT infrastructure.

Industry know-how from a multitude of projects in 12 different industries.

High-degree of competence and many years of employee experience, displayed by a low employee fluctuation rate.

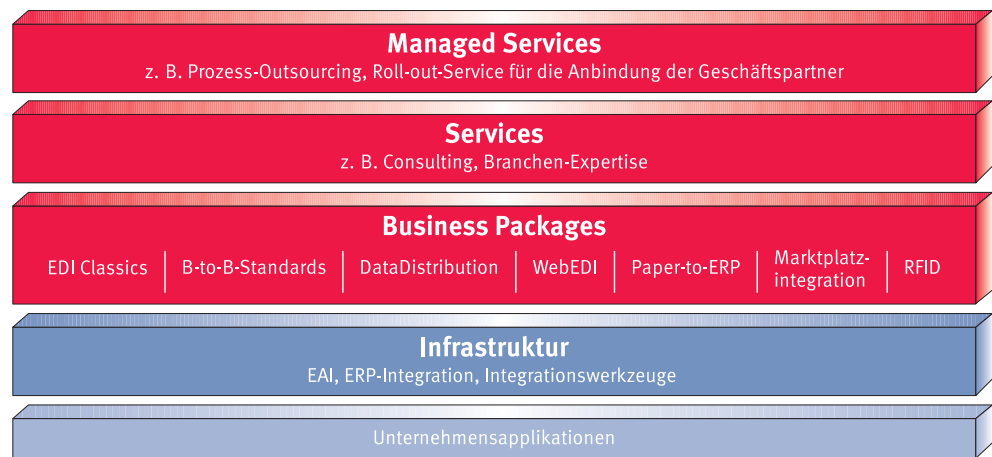
Our solutions have already convinced more than 6,000 customers in 35 countries.



»Our focus:
 Collaborative integration
 of business processes.«

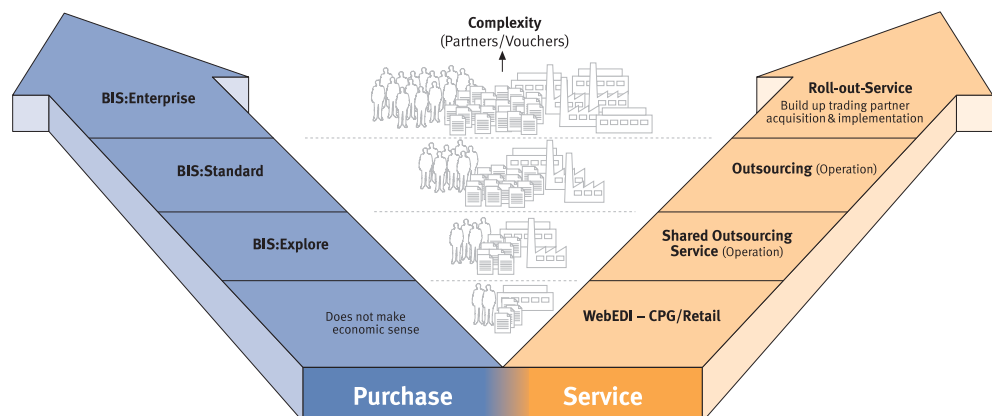
SEEBURGER's Solution Portfolio

Complete partner integration is based on an integration solution which boasts the right connectors for each partner. SEEBURGER has the most extensive range of business packages on the market. This, combined with SEEBURGER's excellent service history enables organizations, large or small, to find the perfect solution.



DIY or outsourcing – suitable for all types of companies

SEEBURGER offers a wide spectrum of integration solutions. These solutions can be wholly owned by the customer and run on their site or the entire solution can be outsourced back to SEEBURGER.



»An extensive concept for complete integration of all the external and internal systems.«

Business Packages for Total Business Integration

EDI Classics

Exchange of business data in industry-specific formats and communication protocols such as EDIFACT, ANSI X.12, ODETTE, SWIFT, DTAUS, ebXML, etc.

B-to-B standards

Application of industry-specific standards for data exchange such as RosettaNet, CIDX, papiNet, ebXML, etc.

Marketplace Connection

Connection for data exchange via electronic marketplaces.

Ident&Label

For the tracking of parts. A supplier technology consisting of the SEEBURGER logistics platform and RFID solution which facilitates a company's entry into eLogistics.

DataDistribution, Hub&Spoke, BusinessMail

Communication software for the automated, centrally controlled exchange of business data within the company unit or with small business partners.

WebApplications such as SupplierMonitor and iMartOne

Web-based connection of partners who do not have a specific technical infrastructure for electronic data exchange.

Paper-to-ERP

Automated entry and further processing of incoming paper and fax documents.

Services

Roll-out service

SEEBURGER has the ability to handle the entire partner connection process.

flexiOutsourcing

Complete operation and maintenance of the integration solution via the SEEBURGER data processing centre.

Consulting

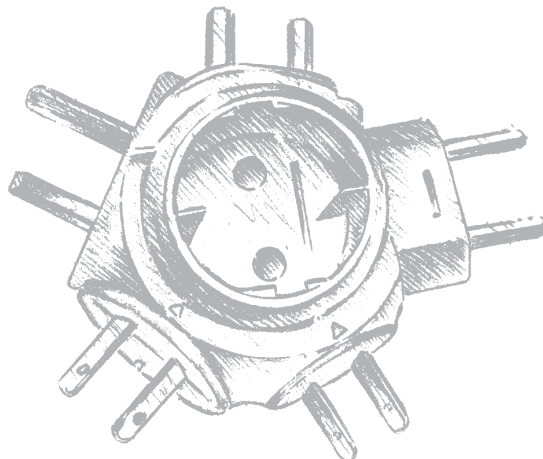
Professional project management, uniform methodology and excellent industry and process know-how.

Individual adaptation

Internal development team for the professional realisation of individual requirements.

Support

Three tailor-made support levels worldwide with 24/7 support.



»SEEBURGER is the only provider
of solutions with 100% partner integration.«

Our Customers

SIEMENS

»Flexibility is absolutely essential. A large investment which only covers one business process is unwise. The integration solution has to be optimal for everyone. The SEEBURGER solution is very flexible and maps the business processes for each customer and supplier. The technology is exceptional. The integration module is first class.«

Tobias Sprotte, Supplier Integration Manager
at Siemens Procurement & Logistics Services

apetito

»Due to the SEEBURGER Business Integration Server in connection with the component BusinessMail we are able to carry out the trouble-free integration of customers who do not have an ERP or EDI system into our automated business procedures.

Thanks to the SEEBURGER solution our customers now have the possibility to send their orders to us quickly, easily and without any time restrictions, without having to invest in new hard and software. Therefore, we are able to strengthen our customer-supplier relationships and create win-win situations for everyone involved.«

Thomas Feldmann, Head of IT at apetito

RAG INFORMATIK

»Our integration solution is very stable and new functionalities work exceptionally well proving that the solution is continuously being further developed towards the needs of customers. We had various migrations and software updates for which qualified support was always at hand.«

Rolf Micus, Business Solutions, RAG
INFORMATIK

united flexibles

»The outsourcing of the electronic data exchange and the integration of our business partners via the SEEBURGER data processing centre really pays off for us. Due to this we have direct access to specialists who know the solution inside out. New requirements such as communication via EDI/INT AS2 can be rapidly realised this way. Additionally, the costs are clearly calculable due to the monthly fee.«

Bernd Günthermann, Head of Organisation
and Information Processing at SOPAL PKL (ap-
plication area united flexibles)

»The extensive service portfolio as well as the exact industry specific solutions has resulted in a high-degree of customer acceptance and satisfaction.«

Our Customers



»I do not know of any comparable system. The BIS is exactly what we require: It copes with any arising data reliably and rapidly while being robust and flexible. SEEBURGER supports all standards which our customers apply in the automotive field.«

Peter Trinter, E-Business Europe, VB Autobatterie



»Personal, specialist support is a SEEBURGER strength.«

Siegfried Mänzel, Head of eBusiness systems at DIEHL Informatik GmbH



»SEEBURGER offers a powerful system which is also very flexible and extremely versatile. The architecture of the BIS system is cleverly devised and is perfectly rounded off with the possibility to base it on current technology standards. If I had had to develop an integration solution I could not have done it better.«

Michael Dahl, Competence Center System Integration (CCSI), is:energy



»The system has grown with time. Today we have a tremendously stable system that completely covers our previous requirements. Of course, there is still scope for further developments, but SEEBURGER is already working on this. If the increase in performance of the last few years is a guide for the future, then we can expect a system that will leave nothing to be desired.«

Marc Tillmann, IT Business Analyst EDI & E-Commerce at Johnson Controls



»With the help of the Web portal iMartOne from SEEBURGER we are able to plan the procedures of our suppliers more efficiently. By using the retailer-neutral portal we expect greater supplier acceptance and a long-term success of iMartOne.«

Peter Niederhausen, Head of IT at Karstadt Warenhaus

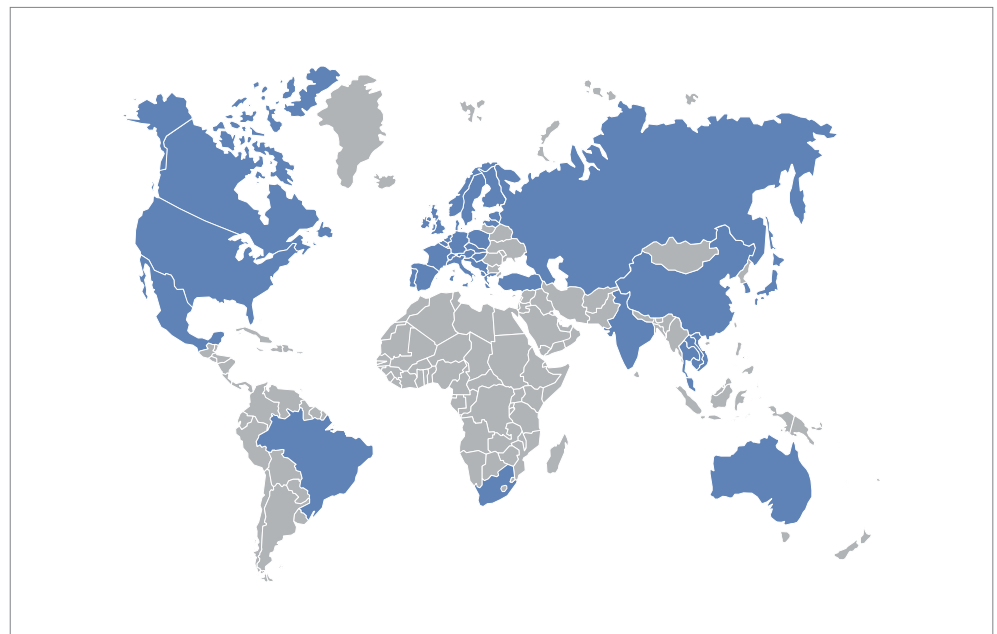


»6,000 companies in 35 countries
trust SEEBURGER solutions.«

Global Presence

Which industries does SEEBURGER support?

- Automotive
- Hightech
- Machine and plant construction
- Consumer goods industry & distributive trades
- Aerospace & defence industry
- Chemical industry
- Pharmaceutical industry & health care
- Logistics
- Utility industry
- Banks & insurances
- Telecommunications
- Public sector/authorities



L'ORÉAL



mobikom austria

müller

NOVARTIS

Rexroth
Bosch Group

Roche

RWE

VIESSMANN

VOLKSWAGEN AG

ZENTIS



»Partner networks are like supplier chains:
They create high increment
values due to efficient collaboration.«

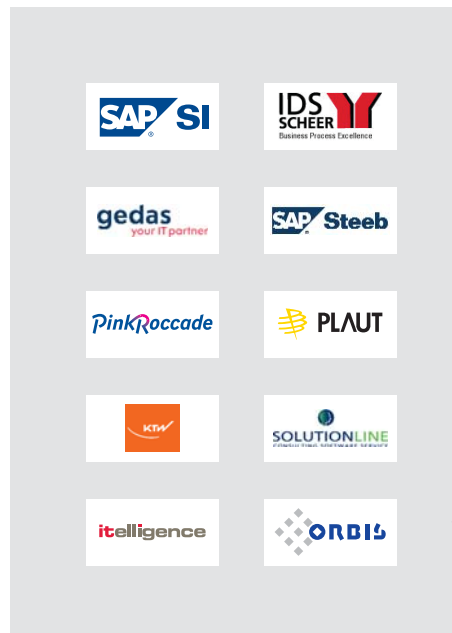
Our Partners

Business Partners – Conjoint use of competences

The extensive know-how of our business partners ensures that we can offer a solution which matches customer requirements. With this joint know-how we are able to completely fulfil individual customer requirements.

Application Partners – Conjoint use of solution know-how

SEEBURGER offers efficient and value for money solutions, for any integration requirement. These solutions are born from a first class relationship that SEEBURGER has with its Application Partners.



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**As well as partners in
another 35 countries**