



SEEBURGER makes B2B integration with 100% of your trading partners *painless ...*

***you make it profitable.***



**SEEBURGER**  
BUSINESS INTEGRATION

**Why extend your business processes to trading partners?**

*With margins shrinking ever smaller, companies regardless of size or industry are looking for ways to gain competitive advantage by cutting costs and accelerating transaction processing with their customers and suppliers. They find that integrating internal operations and extending processes to trading partners improves overall efficiency for procurement, production and distribution. And by automating data integration for these critical processes, companies not only cut cost and accelerate processing, they also realize shorter lead times, faster time to market, flexibility to demand, lower inventory and the ability to cope with an evolving, real-time economy.*

SEEBURGER is the only provider of B2B integration that helps companies achieve 100% trading partner integration—with a single platform. Our Business Integration Solution enables the seamless flow of all business processes for complete electronic collaboration with each of your trading partners. Integration experts for more than 18 years, today SEEBURGER drives operational efficiencies for nearly 6,000 customers in 35 different countries.

**One solution makes all the difference**

Never has “all for one and one for all” been so true. Regardless of the size or volume of partner transactions, SEEBURGER’s single platform can provide competitive advantages across your entire supply chain. Regardless of which ERP system or internal applications you use, our coordinated workflow, communications and connectivity accommodate complete collaborative commerce with trading partners anywhere in the world. And, regardless of your suppliers’ trading volume or level of technical sophistication, SEEBURGER’s integration solution is the right platform for you and 100% of your partners.

**One solution simplifies implementation**

Rapid implementation and deployment makes SEEBURGER the perfect choice for quick return on investment. Why spend months, when your partner integration system can be deployed within weeks? Through our extensive project experience, we’ve cataloged a library of pre-configured processes and templates. And we know how to apply these to support your unique business needs with plug-and-play ease, making our implementation two to three times faster than any other solution.

## One solution protects your future

Our underlying technology is the key driver of operational efficiencies that achieve significant bottom line savings. And because SEEBURGER's integration solution was built for maximum flexibility, regional versatility and global standards, it also provides prime protection against future obsolescence. Our proven solutions are designed to work with your current or planned infrastructure, leveraging this investment for years to come. The scalable platform can easily evolve to incorporate emerging technologies and protocols and to meet your changing business needs—without disturbing the existing integration logic.

## Integrating the extended supply chain

SEEBURGER does more than link disparate applications and processes: We provide the definitive 100% trading partner integration solution. Our technology enables businesses and all their trading partners—large and small—to reach across each other's traditional organizational boundaries and realize new savings in cost and time efficiencies never before possible with such ease. These operational economies are accomplished through our unparalleled business process coordination, communication compatibility and data connectivity.

## Coordination.

With SEEBURGER's solution, business content travels a single platform, seamlessly coordinating end-to-end processes between partners. Companies can orchestrate processing so no aspect of a transaction is overlooked as it interfaces with any ERP functionality, application or database. Well-defined, automated business process management accelerates transaction processing and improves accuracy. The result? Shorter timeframes along

the critical path from start to finish. Our guarantee of 100% trading partner integration is supported by global standards and services to coordinate trading partners and systems worldwide.

## Communication.

Our technical strategy for universal compatibility is a primary driver of the success of our solution. We accommodate all industry and regional-specific data standards and communications protocols to translate from any format to any format for maximum flexibility. Central management of more than 60 global communication protocols can handle all traditional and emerging protocols, including AS2, ebXML and traditional VAN connectivity. Our system comes ready to integrate with any ERP system or applications you or your partners use.

## Connectivity.

B2B integration with 100% of your trading partners means going far beyond traditional EDI and XML. We provide the practical options that improve data quality and reduce manual processing for your smaller partners—the ones that often carry the majority of internal processing effort and cost.

**Paper2ERP**—More than half of partner transactions today are faxed. Our fax integration transforms both structured and unstructured data on paper documents into the necessary format to integrate with your business processing systems, dramatically reducing manual data entry.

**XMLMail**—Two-way interactive email integration is the most basic means of electronic support for small suppliers—and also the easiest for them to use. Their

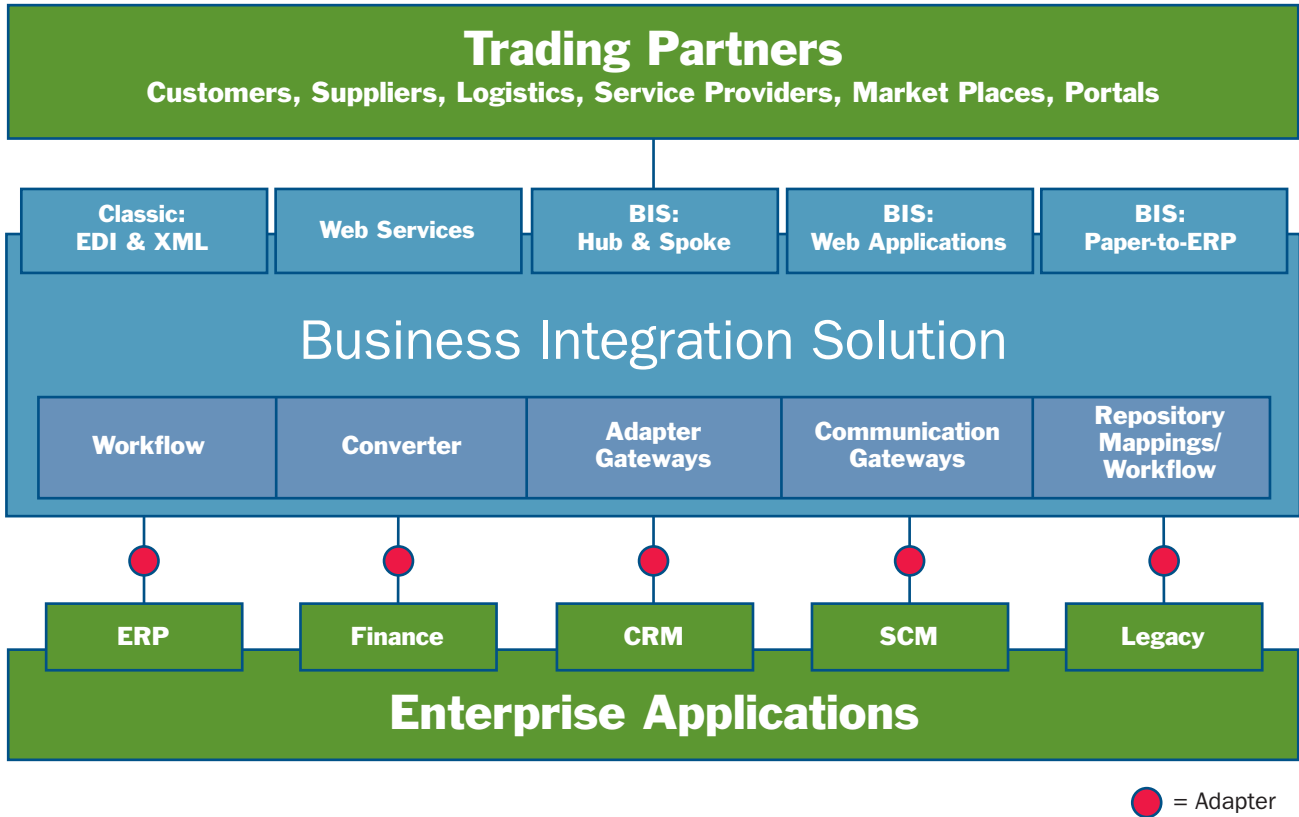
**Trading partner integration  
reduces typical \$5 to \$10  
transaction cost to 50 cents.**



***“Very quick to implement and tightly  
integrated with our SAP system.”***

—Director of IT,  
Electronics Company

# 100% Partner Integration



pre-configured, populated forms sent by email are automatically transformed into XML documents to integrate with your data system.

**WebEDI/Forms**—For lower volume partners, this option provides a convenient portal for electronic interchange of information using a web browser. Although partners must manually enter their data, it becomes fully integrated in your B2B/EDI solution.

**Hub & Spoke**—A centrally managed add-on component which enterprises can distribute to smaller partners. Whether rolling out new communications such as AS2, or providing an efficient, cost-effective means to completely automate trading relationships, this option has the greatest potential for collaboration since it can integrate with suppliers' back-end applications.

**80% cost-reduction potential from automating paper-based orders.**



**“Flexible solution that keeps up with our customers’ needs.”**

—Director of IT,  
Tier 1 Automotive Supplier

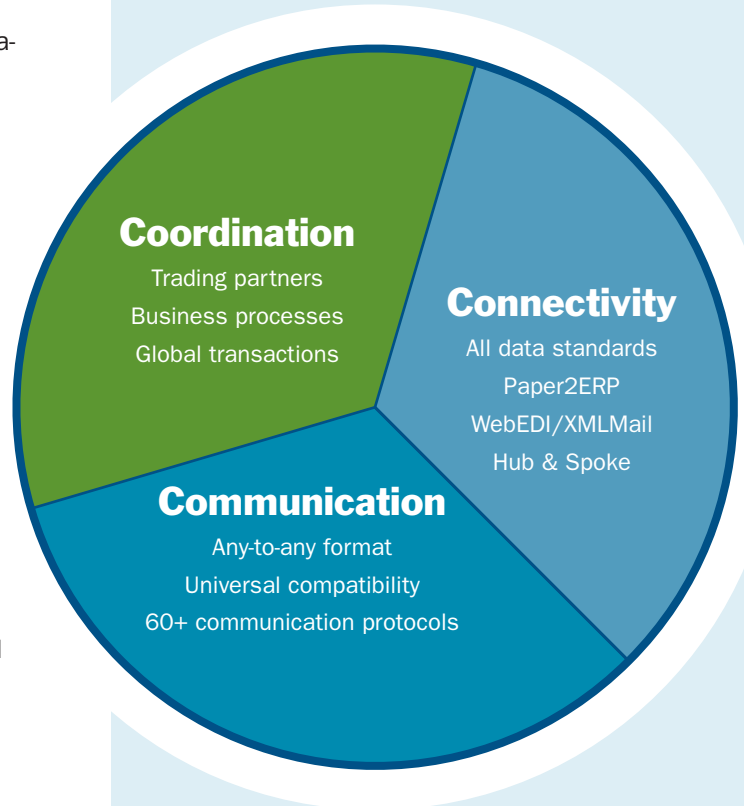
## How the SEEBURGER Business Integration Solution does it

- **Customizing console** provides one view to establish and administer integration scenarios and trading partner relationships
- **Connectors or adapters** seamlessly integrate applications, databases, marketplaces or portals
- **Conversion engine** uses a drag-and-drop GUI to map Any-to-Any processes and apply rules for correct message standards and relationships
- **Communication components** establish connection to external partners, providing transport and required acknowledgement
- **Workflow** defines, modifies and runs rules-based business integration processes
- **Monitoring** provides a centralized overview of all business integration processes active or historical, and proactively alerts user when intervention is needed

## It's time to call

*If your organization needs to reduce costs, implement an emerging standard or communication protocol, or wants a more stable and strategic solution for integrating business processes with trading partners, call SEEBURGER today. Complete trading partner integration is within your reach.*

## Single Platform B2B Integration



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**Reduce inventory on hand by 25% and associated administrative costs by 50%.**



**“Rich technical functionality ensures we have the right long-term B2B solution.”**

—Director of E-business,  
Consumer Goods Manufacturer