| **First proposal** | | | | |
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| **Persona** | **Top 3 Challenges (2025)** | **Key Symptoms** | **Impact on KPIs & Company** | **Benefit of BIS Platform** |
| **CIO** | - Legacy system integration delays projects. - IT resources stretched managing siloed platforms. - Struggles adopting real-time data technologies. | - Projects take months due to system complexity. - CIO constantly pulled into tactical fire-fighting. - Tech stack bloated and unmanageable. | - Missed digital transformation milestones. - Higher infrastructure and staffing costs. - Slower time-to-market and weak innovation velocity. | - One unified platform for all integrations (EDI, API, B2B). - Reduced reliance on large internal teams. - Accelerated digital transformation and lower IT overhead. |
| **Head of IT / IT Director** | - High maintenance on multiple integration tools. - Manual processes slowing teams down. - Inability to onboard partners quickly. | - Too many tickets for integration bugs. - Onboarding partners takes weeks/months. - IT team constantly managing breakdowns. | - Low IT productivity and morale. - Slower partner integrations hurting GTM speed. - Increased pressure from upper management. | - Fast partner onboarding & automation with prebuilt templates. - Centralized monitoring & alerting. - Free up IT for strategic tasks. |
| **Application Manager** | - Connecting legacy apps with new cloud systems is too complex. - No real-time data access between apps. - Constant integration failures causing delays. | - Data gaps and errors in systems. - Projects slowed by connection issues. - Constant troubleshooting instead of progress. | - Slower deployments and releases. - Poor data quality and user experience. - Time wasted on manual fixes. | - Plug-and-play integration, AI-based mapping tools. - Real-time data flow between systems. - Fewer errors and higher uptime. |
| **EDI Manager** | - Legacy EDI systems are fragile and hard to scale. - Manual mapping slows onboarding and updates. - Too many platforms to maintain (B2B, EDI, API). | - Frequent errors in partner data exchange. - Long mapping timelines delay business. - Lots of back-and-forth with IT. | - Missed SLAs and partner dissatisfaction. - Slower time to onboard or update. - Risk of data compliance issues. | - AI-driven mapping designer simplifies tasks. - Centralized, secure EDI/B2B/API management. - Pre-built content speeds up cycles. |
| **Customer Service Manager** | - Lack of visibility into data flows & orders. - Slow response times due to manual lookup. - Too many errors from poor integration. | - Reps can’t track order or ticket status easily. - Customers wait longer for resolutions. - Repeated manual work for simple updates. | - Lower customer satisfaction & NPS. - High support costs due to inefficiency. - Increased churn risk. | - Real-time, unified data visibility across systems. - Less manual lookup, faster response times. - Improved process reliability and CSAT. |
| **Supply Chain Manager** | - Slow data exchange with partners delays decisions. - Lack of transparency in order and inventory flows. - Poor coordination between internal systems and external vendors. | - Inventory mismatches and delays. - Forecasting errors due to outdated info. - Bottlenecks in fulfillment processes. | - Higher operational costs. - Missed SLAs with customers. - Lost revenue from inefficient supply flows. | - Real-time B2B and EDI integration. - Faster, more accurate partner communication. - Clear, up-to-date supply chain visibility. |
| **Logistics Manager** | - Delays due to disconnected systems. - Inconsistent data between shippers, carriers, and ERP. - Too much manual tracking and coordination. | - Orders missing milestones. - Wasted time reconciling shipping info. - Higher error rates in delivery data. | - Missed delivery SLAs. - Higher shipping costs. - Inefficient route and load planning. | - End-to-end automation of logistics data flows. - Centralized tracking & alerts. - Real-time integration with carriers, WMS, and ERP. |
| **CISO** | - Too many integration points increase attack surface. - Data exchange with partners lacks encryption & traceability. - Fragmented systems make compliance harder. | - Multiple security audits fail or stall. - Worry over shadow IT or unmanaged APIs. - Regulatory compliance constantly at risk. | - Increased risk of breaches. - Fines or loss of certifications. - Loss of trust with partners and leadership. | - Enterprise-grade security across APIs, B2B, and files. - Full data visibility and centralized controls. - Secure proxies, encryption, and audit logs ensure compliance. |

| **Second Proposal** | | | | |
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| **Title & Role** | **Top 3 Challenges (2025)** | **Symptoms** | **Impact on KPIs & Company** | **Benefit of Using Seeburger** |
| **CIO** | - High cost/complexity of legacy systems - No centralized integration oversight - Difficulty scaling to meet digital goals | - Fragmented tool stack - Escalating IT costs - Lack of agility | - High OPEX - Slower transformation - Poor strategic IT alignment | Unified platform reduces cost, complexity, and supports scalable, agile IT |
| **Head of IT / IT Director** | - Partner onboarding is too slow - Manual mapping drains resources - Fragile integration setups | - Weeks to onboard partners - Frequent breakdowns - Burned-out team | - Delays across departments - Missed deadlines - Low innovation | AI-powered mapping + 20K templates + self-service = speed + fewer failures |
| **Application Manager** | - Managing multiple systems is a nightmare - Lack of flexibility between on-prem and cloud - Inefficient integration support | - Constant tickets and maintenance - No alignment across platforms - Deployment delays | - Productivity loss - Higher error rates - Friction across business teams | One flexible platform for all integration types, on any deployment model |
| **EDI Manager** | - Asynchronous EDI = delays - Painful manual transformation - No visibility across flows | - Reactive troubleshooting - Frustrated business users - Dependency on dev teams | - SLA breaches - Business process failures - Internal tensions | Real-time tracking, AI-assisted mapping, easy business-user access |
| **Customer Service Manager** | - Lack of access to real-time order/data status - Manual lookups for support cases - Disconnected tools/processes | - Slow response times - Poor customer experience - Escalations | - NPS drop - Higher churn - Time wasted on admin | Real-time integration to give CS teams instant access to key data |
| **Supply Chain Manager** | - Delays in partner data flow - Errors in EDI orders/invoices - No real-time visibility into status | - Missed deliveries - Stock outs or overstocking - Manual updates | - Lower fulfillment accuracy - Higher costs - Unhappy partners | Live data flow + monitoring across B2B/EDI ensures responsive ops |
| **Logistics Manager** | - Poor communication with 3PL/partners - Inefficient shipment tracking - Paper-based or outdated exchanges | - Delayed shipping visibility - Lost/delayed docs - High manual overhead | - Missed delivery SLAs - Extra transport costs - Customer complaints | End-to-end integration with logistics partners + real-time data sync |
| **CISO** | - Security gaps in legacy EDI/MFT - Limited control over data flows - Compliance pressure (GDPR, ISO, etc.) | - Audit failures - Risk of breaches - Shadow integrations | - Regulatory risk - Brand damage - Business disruption | BIS provides secure, traceable, policy-driven data exchange |
| **ICT Manager** | - Complex hybrid environments - Siloed IT landscapes - Growing support workload | - Duplicate tools - Limited visibility - High ticket volumes | - Costly IT ops - Low service levels - IT team burnout | One central platform to consolidate, monitor, and automate |
| **E-commerce Manager** | - Broken integrations with marketplaces/ERPs - Delay in order syncs - Manual SKU and stock updates | - Slow order flow - Out-of-sync inventory - Platform errors | - Missed sales - Poor customer reviews - Loss of revenue | Unified, real-time integration to marketplaces and backend systems |

| **Third proposal** | | | | |
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| **Persona** | **Top 3 Challenges (2025)** | **Key Symptoms** | **Business Impact** | **Top 3 Benefits of Seeburger** |
| **CIO** | - Legacy integration stack is costly and rigid - Disconnected systems causing inefficiencies - Difficulty driving digital transformation | - Escalating IT spend - Fragmented architecture - Slow project delivery | - Stalled innovation - High operational cost - Loss of competitive edge | 1. One unified platform across integration needs 2. Flexible deployment (cloud/on-prem/hybrid) 3. Reduces IT overhead and improves agility |
| **Head of IT / IT Director** | - Slow partner onboarding and manual processes - Legacy systems drain IT resources - Lack of visibility across integration flows | - Long integration cycles - High dependency on senior IT - Disconnected teams | - Bottlenecks in IT delivery - Burnout and inefficiency - Delayed operations | 1. AI-assisted mapping and automation 2. Self-service onboarding via CMA 3. Centralized monitoring and control |
| **Application Manager** | - Too many tools to manage - Integration issues between cloud/on-prem apps - Maintenance-heavy custom setups | - Constant firefighting - Deployment delays - Data inconsistencies | - Inefficient application performance - Higher cost to maintain - Delayed product/feature launches | 1. Single platform to connect any app 2. Prebuilt connectors for faster deployments 3. Reduced maintenance via automation |
| **EDI Manager** | - Manual data transformation is tedious - Delays from asynchronous EDI - Poor monitoring of transactions | - Reactive support mode - No real-time feedback - Overworked team | - Missed SLAs - Frequent errors - Low operational confidence | 1. Real-time data exchange via API/EDI 2. 20K+ partner mappings + AI mapping tool 3. End-to-end visibility of transactions |
| **Customer Service Manager** | - No access to real-time order/shipment info - Support delays from system silos - Data buried in backend systems | - Long response times - Inaccurate status updates - Angry customers | - Low CSAT/NPS - High churn risk - Escalation costs | 1. Self-service portals with real-time status 2. API connections to CRM/ERP 3. Faster resolution with accurate data |
| **Supply Chain Manager** | - Partner data is delayed/incomplete - Inventory issues from bad visibility - No standard integration process | - Mismatched shipments - Overstocks/stockouts - Manual workarounds | - Higher logistics cost - Supplier friction - Order failures | 1. Live B2B/EDI data flows with suppliers 2. Faster partner onboarding via templates 3. Central dashboard for supply visibility |
| **Logistics Manager** | - Limited partner tracking - Manual handoffs and paper-based workflows - System misalignment with 3PLs | - Lost orders/docs - Missed deadlines - Phone/email for status checks | - SLA violations - Penalties and delays - Inefficient transport ops | 1. Real-time integration with logistics partners 2. Paperless data exchange (EDI/API) 3. Streamlined status and document flow |
| **CISO** | - Security risks in legacy file transfers - Lack of audit/control across platforms - Compliance complexity (GDPR, etc.) | - Shadow IT integrations - Failed audits - Manual access governance | - Risk of data breaches - Regulatory fines - Low IT trust | 1. Secure, compliant BIS with audit trails 2. Role-based access and control 3. Trusted, policy-driven data exchange |
| **ICT Manager** | - Complex hybrid IT setup - No unified toolset - High support workload | - Multiple vendors/systems - Repetitive IT tickets - No clear visibility | - Fragmented IT stack - High cost to support - Poor service delivery | 1. Consolidates all integration under one platform 2. Supports any environment (hybrid/cloud) 3. Lowers total cost of ownership |
| **E-commerce Manager** | - Integration issues with ERPs/marketplaces - Inventory/order data not synced - Manual product updates | - Slow order flow - Platform errors - Customer complaints | - Missed revenue - Poor reviews - Ops inefficiencies | 1. Real-time integration |

| **Fourth proposal** | | | | |
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| **Persona** | **Top 3 Specific Challenges (2025)** | **Clear Symptoms** | **Business & KPI Impact** | **3 Tangible Benefits of Seeburger (Tailored)** |
| **CIO** | - Escalating costs to maintain multiple legacy EDI/API/MFT systems - Strategic IT projects blocked by disconnected systems - Internal pressure to move faster to cloud/hybrid architectures | - Annual OPEX increasing despite IT consolidation goals - Projects (like ERP upgrades or e-comm expansion) stall due to integration limits - No single source of truth for data flows | - Missed digital transformation milestones - Low IT agility KPIs - Overruns on infrastructure spend | 1. Replace 3+ tools with 1 BIS platform for EDI, MFT, API, etc. 2. Deploy cloud, hybrid, or on-prem based on compliance/strategy 3. Reduce vendor sprawl and IT management cost by 30–50% |
| **Head of IT / IT Director** | - Onboarding a new partner takes weeks due to custom mappings - Mapping team is manually editing code for every data change - No visibility into errors until business users complain | - Partner ramp-up time averages 3–4 weeks - Integration specialists spending 60% of time on recurring fixes - SLA violations go undetected for hours | - Lower integration team productivity - Reactive IT operations hurt trust from business - Poor ecosystem scalability | 1. AI Mapping Assistant reduces transformation time by 60% 2. Community Management App cuts onboarding to days 3. Real-time monitoring across partners avoids surprises |
| **Application Manager** | - Must maintain custom scripts between ERP, CRM, WMS, etc. - Cloud and on-prem apps not syncing data in real-time - No way to reuse logic/mappings across environments | - Frequent sync failures between systems - Hard-coded logic blocks app upgrades - Shadow integrations emerge to “just get it done” | - High maintenance costs - Blocked updates & feature rollouts - Risk of inconsistent master data | 1. Canonical model simplifies mapping reuse across systems 2. Cloud-to-on-prem orchestration from a single control point 3. Drag-and-drop BIS UI lowers time-to-integrate for IT |
| **EDI Manager** | - Partner formats (e.g., EDIFACT, ANSI X12, custom XML/CSV) all require custom logic - No real-time feedback on delivery, errors, or document flow - Difficult to explain integration delays to business units | - Constant ping-pong with suppliers/customers on failed messages - High backlog of mappings to update - Monitoring dashboards spread across tools | - Late orders or invoices impact business cash flow - Overwhelmed EDI team with no time to optimize - Rising number of support tickets | 1. Real-time message flow and alerts via BIS cockpit 2. 20,000+ pre-tested partner mappings out of the box 3. Central error tracking & proactive exception handling |
| **Customer Service Manager** | - Agents can’t see live order/shipping status, rely on IT or ops - High call volume for basic requests (Where’s my order?) - Manual entry of returns, status updates, etc. | - 30–40% of tickets are order/status related - First-response time >24 hrs due to backend delays - Customer frustration spikes at peak seasons | - Low NPS - Burnout on CS team - Repeat issues lower productivity | 1. Connect EDI/API data to CRM portals for live status access 2. Enable Excel/API tools for non-IT teams to access data directly 3. Reduce ticket volume and resolution time significantly |
| **Supply Chain Manager** | - No real-time visibility into delivery confirmations or ASN data - Hard to adjust planning due to slow data from suppliers - EDI errors create blind spots in order fulfillment | - Frequent supply mismatch - Excess safety stock to compensate for unpredictability - Manual calls to track shipments | - OTIF (On-Time-In-Full) KPI under target - Higher warehouse/stocking costs - Tense supplier relationships | 1. Real-time flow of order and shipping data across supply chain 2. Auto-validation and alerts for failed or delayed messages 3. Faster partner setup using pre-built templates |
| **Logistics Manager** | - 3PL systems don’t talk to internal TMS/WMS - Labeling, shipping docs, ASN processes done manually - Paper/email still used for key document exchanges | - Dock delays due to missing docs - Errors in shipping instructions - Carriers calling CS for order info | - Delivery SLA breaches - Higher detention charges - Unscalable logistics processes | 1. End-to-end digital doc exchange with 3PLs via BIS 2. Eliminate paper with automated doc generation 3. Unified flow of shipment data, docs, labels |
| **CISO** | - MFT/EDI tools lack granular access control and audit logs - Shadow IT integrations using unsecured endpoints - No consistent encryption policy across data flows | - Failed compliance audits (ISO, GDPR, NIS2) - Inconsistent logs for forensics - Manual governance overhead | - Legal/regulatory risk - Erosion of trust with partners - Delayed product certifications | 1. Role-based access and encrypted data exchange across protocols 2. Centralized audit logs and tamper-proof tracking 3. Policy-enforced governance across all integration flows |
| **ICT Manager** | - Tool sprawl: EDI here, API there, MFT somewhere else - No dashboard shows full system health - 90% of issues reported by business first | - Fragmented support model - Duplicate integrations across projects - High escalations to L2/L3 teams | - IT firefighting dominates instead of innovation - SLA penalties from slow resolution - Low satisfaction from internal users | 1. Consolidate integration stack under one platform (BIS) 2. Health and error dashboards for real-time ops control 3. Lower TCO and reduced support escalations |
| **E-commerce Manager** | - Marketplace/ERP sync delays break order flow - Manual SKU and stock file updates daily - API limits/format differences slow everything | - Orders sit in backlog or fail to reach ERP in time - Inventory on site doesn’t match warehouse - Blackouts during high season | - Missed revenue windows - Bad customer reviews - High return/cancel rate | 1. Real-time API and EDI integration across e-com, ERP, WMS 2. Stock/order sync automation eliminates manual tasks 3. Reduces return rate, increases conversion and uptime |