| **Persona** | **Strategic Pressure (C-Suite Priority)** | **Tactical Challenge (What’s Breaking)** | **Root Cause (Systemic Blocker)** | **Business Risk (If They Don’t Fix It)** | **SEEBURGER’s Outcome-Driven Solution** |
| --- | --- | --- | --- | --- | --- |
| **CIO** | Enable a seamless digital thread across global design, production, and supplier networks | Legacy EDI/ERP systems block integration with new digital platforms (S/4HANA, PLM, API-based ecosystems) | Fragmented integration tech stack + bespoke regional interfaces | Digital transformation stalls. ERP modernization fails. Supplier integration becomes unscalable. | 🔹 Unified BIS platform for API + EDI + MFT🔹 Prebuilt SAP S/4HANA connectors🔹 ISO 27001 cloud service with hybrid deployment🔹 100% managed operations reduce IT load |
| **Head of Supply Chain** | Guarantee JIT/JIS execution across all plants with zero disruption | Missed ASNs and unconfirmed shipments from Tier 1s & 2s halt production | Weak data synchronization across ERP, WMS, and shop floor systems | Line stoppage = $15,000+/min in downtime. Increased inventory buffers. Supplier churn. | 🔹 Real-time data flow from Tier 1/2 partners via EDI/API🔹 Prebuilt logistics mappings (VDA, OFTP2, ENGDAT)🔹 Live supply chain visibility via integration dashboard🔹 Community Management App for partner onboarding |
| **Logistics Director / Manager** | Orchestrate global shipping and customs with zero-touch workflows | Label mismatches, missing documents, and customs delays across regions | Paper-based or disconnected logistics systems, no real-time tracking | Delayed shipments → stockouts at plants, SLA penalties, non-compliance with export controls | 🔹 Full integration of WMS/ERP/logistics providers🔹 Automated document exchange (labels, CMR, packing slips)🔹 Customs-ready templates (OFTP2, EDIFACT)🔹 Global document traceability |
| **Application Manager** | Accelerate rollout of business-critical applications with stable integration backbones | Every new app launch triggers months of custom interface work | Too many one-off, point-to-point integrations with no reuse | Shadow IT. Application backlog grows. Enterprise tool adoption drops. | 🔹 Central BIS layer connects apps to ERP/SAP/CRM🔹 Visual orchestration, low-code mapping tools🔹 Reusable connectors (Salesforce, SAP, Oracle, etc.)🔹 Future-proof architecture for fast deployment |
| **EDI Manager** | Guarantee flawless communication with 1000+ global suppliers and Tier 1s | Constant mapping rework, test cycles, and unmonitored data issues | Format changes (VDA, ODETTE, EDIFACT), lack of automation, tribal mapping knowledge | SLA violations. Document drops go unnoticed. Costly partner escalations. | 🔹 20,000+ prebuilt partner mappings🔹 AI-based mapping assistant🔹 Self-service partner test environment🔹 Monitoring with root cause diagnostics |
| **Customer Service Manager** | Maintain high satisfaction levels through accurate, timely order and delivery data | Order data often lags due to integration failures across systems | ERP, CRM, WMS, and logistics systems aren’t properly synchronized | CSAT drops. Ticket volume spikes. Brand trust erodes. | 🔹 Live order data via EDI/API🔹 Fewer mismatches, delays, and escalations🔹 Automated updates and confirmations🔹 Drastic ticket reduction through clean integration |
| **CISO** | Ensure secure, compliant data exchange with global trading partners | Sensitive files travel through unsecured channels; hard to audit integration trails | Legacy EDI lacks encryption, multi-tenant cloud raises red flags | Audit failures. Regulatory fines. Data breach incidents. | 🔹 End-to-end encryption (TLS, AS4, OFTP2)🔹 Real-time monitoring of data exchanges🔹 ISO 27001, GDPR, e-invoicing-compliant🔹 Full traceability across all flows |
| **Integration Manager** | Reduce support load, proactively fix issues, and improve integration visibility | Integration failures discovered too late. Team spends hours diagnosing. | Siloed integration tools for EDI, API, MFT, ERP | Chronic downtime. Escalating IT tickets. Burnout on small teams. | 🔹 Central dashboard for all integration types🔹 Live alerting on flow errors🔹 Root cause analysis engine🔹 Consolidates 5+ tools into one platform |
| **IT Manager / Director** | Keep core systems running while enabling digital acceleration | SAP ECC and S/4HANA coexistence causes disruptions; teams too small to support growth | Mixed tech stack with no common integration layer | Rework during system updates. Staff burnout. Delayed IT roadmaps. | 🔹 Managed integration operations🔹 Scalable support across all deployment models🔹 Simplifies ERP-to-ERP and SAP-to-cloud sync🔹 One platform to support all B2B flows |
| **ICT Manager** | Standardize tech + compliance across diverse regional units | Different countries, teams, and suppliers use non-unified systems | Lack of global integration standards and local compliance knowledge | Costly IT duplication. Non-compliance with e-invoicing laws (e.g., Peppol, SDI). | 🔹 Localized compliance engines built into BIS🔹 One governance model, regional execution🔹 Global template library🔹 Reduced technical debt through harmonization |

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| **CIO** | - Accelerate ERP/cloud modernization globally- Enable secure, real-time global partner integration- Align digital systems across M&A, plants, and units | - Legacy EDI & ERP can’t scale with transformation roadmap- High integration failure rate across regions- Fragmented security policies across interfaces | - Spaghetti architecture across plants- Over-customized SAP ECC setups- Siloed tools for EDI/API/SaaS integrations | - Transformation roadmap stalls- Rising IT OPEX + project delays- Increased audit and cyber exposure | 🔹 Unified BIS platform (API + EDI + MFT)🔹 S/4HANA & legacy ERP connectors🔹 ISO 27001-secured cloud & hybrid deployments |
| **Head of Supply Chain** | - Ensure JIT/JIS stability across multi-plant ops- Build resilient supply chains for Tier 1/2/3 visibility- Reduce cost-to-serve via automation | - Poor ASN data delays JIS delivery- Slow onboarding of new suppliers- Escalations due to unconfirmed shipments | - Lack of real-time integration- Manual onboarding via email/excel- Inconsistent protocols across Tiers 1/2 | - Line stoppage = $15k+/min- Excess safety stock & logistics costs- Missed OTIF / OTD metrics | 🔹 Real-time EDI/API flows across all tiers🔹 Rapid onboarding via Community Management App🔹 Integration-ready for shop floor / ERP sync |
| **Logistics Director / Manager** | - Achieve full visibility over cross-border logistics- Meet VDA + customs compliance without manual intervention- Optimize transport costs across zones | - Wrong labels delay customs clearance- Missing docs stall trucks or containers- No centralized dashboard to track flows | - Non-standard file formats- Manual data entry at hubs- Logistics and ERP systems not linked | - Missed ship dates- Customs fines + blocked loads- Increased return logistics costs | 🔹 OFTP2, EDIFACT, VDA integration-ready🔹 Auto-generation of shipping docs🔹 Global dashboard for transport data |
| **Application Manager** | - Accelerate ERP + SaaS integration roadmap- Standardize integration across all BUs and tools- Reduce time-to-value of app deployments | - ERP/app syncs break post-launch- Manual mapping for every tool- Long wait time from business users | - No central integration governance- Too many point-to-point flows- Over-reliance on IT for changes | - App fatigue across departments- Shadow IT adoption- Delayed ROI on new investments | 🔹 Prebuilt connectors for SAP, Salesforce, Oracle🔹 Central BIS mapping + monitoring🔹 Low-code tools for reusable logic |
| **EDI Manager** | - Maintain 100% partner connectivity uptime- Keep pace with VDA, ODETTE, ENGDAT changes- Reduce onboarding cycle time | - High mapping rework- Partners fail tests during go-live- No testing automation | - Aging mapping tools- No AI or version control- Repetitive manual testing by small teams | - Missed SLAs (ASN, invoice, inventory)- Supplier churn- Overload on lean EDI team | 🔹 20K+ prebuilt mappings🔹 AI-powered mapping & maintenance🔹 Partner testing sandbox with automation |
| **Customer Service Manager** | - Improve CX through real-time order visibility- Reduce tickets related to order/delivery issues- Support sales teams with accurate data | - Orders not matching systems- No updates for shipment delays- Billing discrepancies create escalations | - Siloed CRM/ERP/logistics data- Manual updates in systems- No single source of truth | - Lower CSAT/NPS- Cost-per-ticket spikes- Missed revenue from order errors | 🔹 Real-time order status sync via BIS🔹 Integration across CRM, ERP, and logistics🔹 Proactive alerts & clean customer-facing data |
| **CISO** | - Ensure secure B2B data flows- Align integration stack with GDPR, e-invoicing, and ISO- Reduce attack surface of legacy B2B tech | - Data flows through FTP/email- No centralized log of data exchange- Partner endpoints lack encryption | - Legacy EDI lacks encryption + traceability- No SIEM integration- No zero-trust access model | - Data breach or leak- Regulatory violations (GDPR, tax, customs)- MTTR > 24h during incidents | 🔹 Encrypted flows (TLS, AS4, OFTP2)🔹 Real-time audit trail + alerts🔹 Compliance-ready with ISO, GDPR, and Peppol support |
| **Integration Manager** | - Ensure 24/7 integration availability across plants- Reduce support burden on integration ops- Gain proactive control over partner failures | - Issues discovered after the fact- High time spent troubleshooting- Duplicate tooling per region or system | - No unified monitoring- No alerting for failures- Manual RCA effort | - Integration downtime- Escalating ticket volume- Partner dissatisfaction | 🔹 Centralized monitoring dashboard🔹 Real-time error detection + alerts🔹 Flow recovery automation across EDI, API, MFT |
| **IT Manager / Director** | - Maintain ERP + integration systems with limited headcount- Support S/4HANA migration without disruption- Deliver stable platforms with lean teams | - ERP patches break flows- Project teams depend heavily on support- Constant backlog of break/fix tickets | - No standard integration platform- Custom code per BU- Overworked internal team | - Slowed innovation- High IT turnover- Unstable integrations | 🔹 Cloud-managed BIS = less internal work🔹 Supports ECC, S/4HANA, SaaS apps🔹 Standardizes integration layer across BUs |
| **ICT Manager** | - Harmonize systems across multiple countries + suppliers- Ensure local compliance (Peppol, SDI, ZUGFeRD)- Reduce customizations across regions | - Inconsistent integration stack by country- Duplicate work on compliance processes- Manual invoice/reporting across regions | - No global templates- No localized compliance engine- Legacy systems per site | - IT duplication cost- Regulatory fines (e-invoicing)- Slowed onboarding in new markets | 🔹 Global template model for integration🔹 Country-specific compliance modules🔹 One governance layer, regional execution flexibility |