| **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** | - Align OEM integration with internal digital initiatives- Standardize integration across global sites- Cut IT costs while modernizing ERP/EDI | - EDI/API upgrades delay ERP rollouts- Different plants use different tools- OEMs push for faster onboarding | - Over-customized ERP (SAP ECC, S/4HANA)- Local EDI teams with no global standard- Siloed IT architecture | - Failed OEM audits- Missed go-live for ERP phases- Rising integration maintenance costs | 🔹 One BIS platform across sites🔹 Cloud-managed integration reduces overhead🔹 Standard templates for OEM protocols (VDA, OFTP2) |
| **Head of Supply Chain** | - Deliver JIT/JIS with zero tolerance for delay- Align production with real-time OEM demand- Scale supplier base without adding staff | - Late or incorrect ASNs impact deliveries- Excel-based updates with Tier 2s- Supplier onboarding takes 2–3 weeks | - Manual EDI/API partner processes- No real-time sync with production/WMS- No standardized onboarding flow | - Line stoppages- Late delivery penalties from OEMs- Extra inventory to mitigate risk | 🔹 Real-time data exchange with OEMs/Tier 2s🔹 Rapid supplier onboarding with self-service portal🔹 Shop-floor ready integration templates |
| **Logistics Director / Manager** | - Ensure transport accuracy and global shipment compliance- Automate label + shipping doc exchange- Minimize dwell time and misroutes | - Inconsistent formats cause labeling errors- Manual customs forms = delayed clearance- No transport visibility | - OEM-specific label rules not followed- Disconnected TMS, WMS, ERP- Local partners don’t meet standards | - Rejected loads at plants- SLA violations for delivery timing- Additional transport costs | 🔹 Automated label and document flow🔹 Integrated EDI/API with carriers, customs🔹 Supports OEM transport specs (ENGDAT, OFTP2) |
| **Application Manager** | - Speed up integration between new apps and legacy systems- Eliminate duplicate dev work across plants- Support global ERP/SaaS rollouts | - Rewrites needed for each plant/system- Constant interface testing + rework- Teams creating one-off connectors | - No reusable integration logic- Point-to-point interface sprawl- Lack of cross-plant architecture control | - Slow deployment cycles- Costly rework on every project- Inconsistent process automation | 🔹 Central BIS integration layer🔹 Prebuilt SAP + SaaS connectors🔹 Low-code visual mapping environment |
| **EDI Manager** | - Ensure OEM compliance (e.g., VDA, ODETTE)- Support diverse formats + specs- Accelerate partner onboarding with fewer errors | - Mapping issues during go-live- High partner support workload- Frequent format errors from Tier 2s | - Manual mapping maintenance- No AI or automated partner testing- Over-reliance on internal SMEs | - Failed OEM compliance tests- Supplier dissatisfaction- Mapping backlog increases risk | 🔹 AI-supported mapping assistant🔹 20,000+ industry templates (OEM + Tier formats)🔹 Automated test sandbox + validations |
| **Customer Service Manager** | - Provide consistent customer experience with OEMs + dealers- Reduce ticket volume from order/shipment errors- Prevent escalations due to integration gaps | - Missing order updates- Wrong status on deliveries- Rework from system mismatches | - EDI/ERP/CRM not synced- Manual confirmation and tracking- No single customer data source | - Lower OEM satisfaction ratings- Repeated support escalations- Damaged reputation with strategic accounts | 🔹 Real-time status updates to OEMs🔹 EDI/API sync with ERP and CRM🔹 Clean data flow = fewer order errors and tickets |
| **CISO** | - Secure data flows with OEMs + suppliers- Ensure traceability for audits and compliance- Protect IP and commercial data | - Unmonitored data transfers- Lack of full trace logs- No standardized encryption across systems | - FTP/email usage persists- Legacy EDI lacks security controls- No centralized audit/reporting tools | - Data leakage risk- OEM trust damage- Compliance fines (GDPR, TISAX, etc.) | 🔹 End-to-end encryption across B2B flows🔹 Real-time log access + alerting🔹 ISO27001/GDPR-compliant BIS architecture |
| **Integration Manager** | - Maintain high system uptime- Reduce escalations and manual intervention- Detect and resolve failures before business impact | - Partner issues only found after delays- Trouble isolating flow errors- Reactive support dominates time | - No unified monitoring or alerting- Errors hidden until SLA breached- Multiple tools for each integration type | - Downtime affects delivery schedules- High support ticket volume- Lost productivity + missed SLAs | 🔹 Central monitoring dashboard🔹 Live error detection + auto-resolution🔹 Integration event log across all flows |
| **IT Manager / Director** | - Support ERP transformation while minimizing disruptions- Deliver reliable infrastructure with lean teams- Simplify tool landscape for scale | - Frequent system downtime- Long project queues- Integration breaks during ERP updates | - Too many custom connectors- Understaffed integration teams- Siloed regional tools | - High IT workload- Project delivery delays- Burnout + increased turnover | 🔹 Cloud or hybrid-managed BIS🔹 Consolidation of all integration logic🔹 Less firefighting = more time for roadmap work |
| **ICT Manager** | - Harmonize B2B systems across global operations- Manage regional compliance (VAT, e-invoicing, TISAX)- Reduce manual effort for IT across countries | - Different formats + tools by site- Manual e-invoicing per country- Lack of unified governance | - Inconsistent standards- No central enforcement- Local IT over-customizing | - Fines for compliance issues- Higher integration costs- Inability to scale shared services | 🔹 Country-compliant e-invoicing templates (Peppol, SDI, ZUGFeRD)🔹 Global architecture with local execution🔹 Unified data exchange governance |

| **Persona** | **Strategic Pressures (C-Suite Priorities)** | **Operational Challenges (What’s Breaking)** | **Systemic Causes (Root of the Problem)** | **Business Risks (What They Stand to Lose)** | **SEEBURGER Solution (Outcome-Driven ROI)** |
| --- | --- | --- | --- | --- | --- |
| **CIO** | - Enable real-time, compliant data flow with OEMs- Support ERP transformation while reducing tech debt- Unify global IT infrastructure for scale | - ERP upgrade disrupts EDI/API flows- OEMs push custom formats that strain internal systems- High partner support demand across regions | - Decentralized integration stack (SAP ECC + S/4HANA + SaaS)- Localized mapping logic per plant- No shared governance | - Missed OEM deadlines = damaged relationship- Rising IT OPEX- Delay in transformation roadmap | 🔹 Unified BIS platform (API + EDI + MFT)🔹 Hybrid cloud deployments for SAP + non-SAP systems🔹 Fully managed B2B integration service reduces internal lift |
| **Head of Supply Chain** | - Ensure JIT/JIS readiness across all OEM programs- Reduce supply chain friction with Tier 2/3s- Improve on-time delivery (OTD) and compliance | - Delayed ASNs halt OEM assembly lines- Onboarding Tier 2s takes weeks- Inconsistent communication across plants | - No real-time visibility across tiers- Excel/email-driven Tier 2 communication- No integration standard across sites | - OEM financial penalties- Inventory bloating as a hedge- Line-side stoppage costs (>$10k/min) | 🔹 Real-time integration with OEM and Tier 2 flows🔹 Self-service onboarding portal for suppliers🔹 ASN, inventory, and demand visibility via BIS dashboard |
| **Logistics Director** | - Guarantee traceable, compliant shipments to OEM docks- Eliminate errors in labeling, tracking, and customs- Improve delivery accuracy while reducing freight cost | - Incorrect labels → rejected deliveries- Missing VDA/OFTP2 docs → customs delays- No transport flow visibility | - Carrier/WMS disconnected from ERP- Manual processes for labeling and CMRs- Local partners using unsupported formats | - Missed delivery SLAs- OEM audit failures- Additional rework and freight charges | 🔹 Automated label + doc generation (VDA, EDIFACT, OFTP2)🔹 Real-time tracking + alerts🔹 Fully compliant B2B file exchange framework |
| **Application Manager** | - Accelerate app deployment across plants globally- Standardize how systems integrate with SAP, MES, WMS- Reduce integration maintenance burden | - ERP-SaaS integration breaks during upgrades- Each plant requires custom mapping- New apps delayed due to integration backlog | - No centralized integration logic- High coupling between apps + interfaces- Over-customized middleware per site | - Rollout delays = missed digital KPIs- Rising cost of ownership- Increased shadow IT use | 🔹 Prebuilt ERP + SaaS integration connectors🔹 Visual mapping designer for scalable logic🔹 Centralized orchestration with reusable components |
| **EDI Manager** | - Maintain 100% OEM compliance (VDA, ODETTE)- Cut mapping/partner errors by 50%- Reduce onboarding time for each new OEM program | - Format rework for every OEM- Tier 2 suppliers constantly fail tests- No capacity to test at scale | - Mapping is manual and tribal- No partner sandbox or automation- Too many exceptions handled manually | - Failed EDI = failed deliveries- Increased SLA penalties- Internal EDI burnout | 🔹 20,000+ prebuilt industry mappings🔹 AI-powered mapping & version control🔹 Partner test automation + error correction tools |
| **Customer Service Manager** | - Ensure OEMs receive perfect order/shipping visibility- Reduce support tickets from order mismatches- Keep CSAT high under delivery pressure | - OEM asks for updates your team doesn’t have- Wrong shipping/invoicing data triggers rework- Support team bogged down with manual checks | - Poor system sync: ERP ↔ CRM ↔ Logistics- Orders confirmed manually via email- Shipment status not auto-updated | - Support overhead increases- OEM dissatisfaction = risk to future business- Internal churn from burnout | 🔹 Real-time order + delivery data via EDI/API🔹 Automated status updates🔹 Reduced tickets = faster response time |
| **CISO** | - Protect sensitive OEM and supplier data- Ensure full traceability for TISAX and GDPR- Lock down legacy EDI exposures | - No encryption on FTP-based EDI- No audit trail of what went where- Each plant uses different security practices | - Legacy EDI ≠ zero-trust- No unified logging/monitoring- Sensitive files routed insecurely | - Data breach = loss of OEM trust- GDPR/TISAX violations → heavy fines- Incident response delays | 🔹 End-to-end encrypted file + data flows🔹 Real-time security event logging🔹 Compliance-ready (ISO, GDPR, Peppol, etc.) |
| **Integration Manager** | - Deliver integration stability across plants- Detect + resolve failures proactively- Lower support workload across partner flows | - Partner data not flowing — nobody knows why- System failure alerts come too late- Long resolution time per issue | - No centralized monitoring- No flow diagnostics- Fragmented integration tools | - Missed SLA commitments- Partner trust erosion- Burnout across lean integration teams | 🔹 Real-time alerting + diagnostics🔹 Unified monitoring for EDI/API/ERP flows🔹 Central support hub reduces time to resolution |
| **IT Manager / Director** | - Keep systems operational while driving ERP rollout- Deliver stable platforms with lean teams- Reduce tool fragmentation | - ERP updates break integration- Team always firefighting- Poor coordination between infra + app teams | - Siloed integration logic per site- Short-staffed IT team- Poor tool governance | - Integration failures block business processes- Overworked team = high turnover- Delays in digital initiatives | 🔹 BIS simplifies ERP integration stack🔹 Fewer tools, less maintenance🔹 Cloud-managed ops reduce internal burden |
| **ICT Manager** | - Harmonize integration across global plants + teams- Stay compliant with regional e-invoicing (e.g., SDI, ZUGFeRD)- Scale IT without scaling complexity | - Italy requires SDI, Germany needs ZUGFeRD- No global format template- Too many regional one-offs | - Each site builds their own flows- No global standardization- Poor cross-country compliance visibility | - Integration cost duplication- Missed compliance deadlines- Blocked expansion to new markets | 🔹 Global-to-local template strategy🔹 Built-in e-invoicing compliance per country🔹 Central BIS governance with regional flexibility |