| **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)** |
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| **CIO** | - Modernize infrastructure with minimal IT spend- Keep up with digital demands from Tier 1s and OEMs- Achieve integration compliance without growing team | - Can’t meet new EDI/API specs from OEMs- System crashes during peak periods- ERP integration projects overrun | - Over-customized legacy ERP (e.g., older SAP or local ERPs)- No central platform for integrations- Lean IT team, often under-skilled | - Lost Tier 1/OEM contracts- Project delays stall revenue- Escalating IT overhead | 🔹 SEEBURGER as a fully managed integration partner🔹 Plug-and-play EDI/API + cloud/hybrid support🔹 Cost-effective standardization across systems |
| **Head of Supply Chain** | - Maintain perfect delivery track record to Tier 1s- Support fluctuating demand from OEM programs- Reduce delays tied to data/process errors | - ASN and order confirmations go missing- Shipment data doesn’t match ERP- Hard to scale coordination with suppliers | - Manual processes still common (email, Excel)- No live visibility into order/shipping status- Tier 1 requirements evolve frequently | - Missed delivery targets- Chargebacks or demotion in supplier rankings- Excess buffer stock to hedge delays | 🔹 Real-time integration of orders, ASNs, delivery data🔹 Simple onboarding of new partners via portal🔹 Aligns ERP, warehouse, and shipping data in one flow |
| **Logistics Director / Manager** | - Ensure accurate shipping docs (labels, CMR, ASNs)- Minimize rework and rejected shipments- Stay compliant with Tier 1 logistics standards | - Incorrect labels = returned deliveries- Manual customs documentation delays handoffs- No proactive tracking or error alerts | - No EDI/API connection with logistics partners- ERP and shipping systems not integrated- Label templates don’t match OEM/T1 specs | - Rejected shipments- Delayed payments from customers- Lower delivery rating | 🔹 Automated label + ASN generation per OEM/T1 format🔹 Real-time alerts on shipment status🔹 Logistics integration (OFTP2, EDIFACT, VDA, etc.) |
| **Application Manager** | - Support ERP and warehouse system integration on tight budgets- Reduce repetitive interface work per customer- Roll out small changes without full rebuilds | - Every new Tier 1 spec needs manual mapping- ERP patches break existing flows- Developers overwhelmed with one-offs | - Point-to-point custom integrations- No visual interface logic- Low reuse across customers or sites | - Change request backlogs- High dev cost per customer- IT burned out supporting old code | 🔹 Low-code integration mapping tools🔹 Prebuilt connectors for ERP/logistics/CRM🔹 BIS as a shared logic layer across use cases |
| **EDI Manager** | - Stay compliant with each customer’s format and timeline- Reduce dependency on legacy tools (e.g., manual mapping)- Minimize support load from Tier 1/Tier 2s | - Errors in delivery documents- Constantly remapping small changes- No test automation for onboarding | - Outdated EDI tools with no AI or templates- No partner sandbox- EDI handled by 1–2 overloaded experts | - SLA penalties- Lost business from failed go-lives- Team burnout, attrition | 🔹 20K+ prebuilt industry mappings🔹 AI-powered mapping assistant🔹 Self-service testing environment for partners |
| **Customer Service Manager** | - Provide real-time delivery visibility to key accounts- Reduce manual order confirmations- Resolve escalations faster with fewer staff | - OEMs call about status before your team knows- Miscommunication on quantities/shipping- Customer tickets get stuck due to data issues | - Data scattered across ERP, logistics, CRM- No real-time data flow- Team working manually off PDFs or emails | - Lower CSAT- Customer churn to better-integrated suppliers- Internal burnout + rework | 🔹 Automated order/delivery syncing🔹 Clean ERP → CRM → logistics data🔹 Cuts support tickets through proactive accuracy |
| **CISO** | - Protect customer and commercial data from external exposure- Ensure GDPR + TISAX readiness without security team- Reduce risk of unsecured file transfer | - Files shared via FTP/email- Incomplete logging of B2B exchanges- Supplier data flow not encrypted | - No SIEM- Legacy integration lacks security modules- Lean/no internal security team | - Breach or data loss- Legal liability under GDPR/TISAX- Loss of Tier 1/OEM trust | 🔹 ISO-certified managed integration🔹 Full encryption + logging across flows🔹 Traceable, compliant B2B exchange |
| **Integration Manager** | - Support more partners without scaling the team- Catch integration failures before escalation- Reduce troubleshooting time and complexity | - Partners report problems before team knows- Delays isolating root cause- Tools differ by site, no consistency | - No unified monitoring- No alerting on flow issues- Reactive incident management | - SLA breaches- Slow response damages partner trust- Support backlog stalls projects | 🔹 Live monitoring dashboard (all flows)🔹 Real-time alerting and diagnostics🔹 Single integration toolset (EDI, API, MFT) |
| **IT Manager / Director** | - Keep systems stable without scaling headcount- Modernize ERP/infra without risking operations- Avoid downtime while minimizing tool complexity | - Integration breaks during ERP updates- Too many tools to manage- Staff spends days patching flows manually | - Legacy ERP (SAP ECC, MS Dynamics, etc.)- Too many custom scripts- No central integration governance | - System instability- High IT burden- Blocked innovation projects | 🔹 One BIS platform handles all B2B flows🔹 Reduced tool sprawl🔹 Managed service model = fewer internal dependencies |
| **ICT Manager** | - Meet local/regional e-invoicing laws (e.g., SDI, KSeF)- Standardize integration across fragmented sites- Reduce overhead of country-by-country customization | - Italy uses SDI, Poland uses KSeF, Germany wants ZUGFeRD- Rebuilding per country adds cost/time- Local teams operate differently | - No global template logic- Low compliance visibility- Manual invoice routing/reporting | - Missed compliance deadlines- Fines, legal exposure- Higher cost per integration | 🔹 BIS templates per country (Peppol, SDI, KSeF, etc.)🔹 Global-to-local compliance framework🔹 Central governance + localized execution |

| **Persona** | **Strategic Pressures (C-Suite Priorities)** | **Operational Challenges (Tactical Friction)** | **Systemic Root Causes** | **Quantifiable Business Risks** | **SEEBURGER Solution (ROI-Specific Outcomes)** |
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| **CIO** | - Do more with less: digitize without adding headcount- Meet OEM and Tier 1 integration mandates- Stabilize infrastructure with minimal capex | - ERP integration breaks under pressure- Frequent spec changes from Tier 1s cause chaos- No clear visibility into partner connections | - Over-reliance on legacy ERP (SAP ECC, MS Dynamics)- Siloed integrations by plant/region- No centralized monitoring or orchestration | - Repeated production delays- Failure to pass OEM readiness checks- Integration costs grow year-over-year | 🔹 Fully managed BIS platform🔹 Supports ERP/API/EDI in one system🔹 Rapid onboarding, minimal internal load |
| **Head of Supply Chain** | - Prevent missed delivery windows to Tier 1/OEM- Align internal ops with external forecasts- Reduce the manual burden of upstream partner management | - ASN errors delay outbound shipments- Inventory mismatches trigger escalations- Tier 3 suppliers fail to deliver clean data | - Manual communication (email, Excel)- Delayed syncing between ERP and warehouse- No predictive view of supply risk | - Delivery penalties from Tier 1- Loss of preferred supplier status- Expensive overstocking as a hedge | 🔹 Real-time, bi-directional integration with Tier 1/2🔹 Automated supply data reconciliation🔹 Central visibility across order, ASN, inventory |
| **Logistics Director** | - Ship right, label right, prove it fast- Eliminate delays tied to customs and compliance- Hit every SLA with minimal manual coordination | - Mismatched labels cause rejections at Tier 1- Shipping docs not ready for cross-border moves- Manual handoffs between ERP and transport partners | - WMS, ERP, and logistics systems not integrated- No automated label generation- Regional standards vary by customer | - Blocked shipments- Rework and repacking costs- OEM transport scorecard downgrades | 🔹 Integrated shipping doc automation (CMR, ASN, labels)🔹 Global support for EDIFACT, VDA, OFTP2🔹 Real-time transport alerts and traceability |
| **Application Manager** | - Support ERP modernization without overloading dev team- Standardize integration logic across customers- Minimize technical debt from patch fixes | - New interfaces = 6–8 weeks of manual mapping- Each plant has different logic- No shared design across integration flows | - Point-to-point madness- Overengineered for each OEM- Zero reuse across teams or geos | - Slow time-to-value for apps- Team burnout from constant support- System fragility during changes | 🔹 Visual low-code mapping tools🔹 Reusable templates for ERP/OEM systems🔹 BIS as a single orchestration layer |
| **EDI Manager** | - Stay ahead of constant format changes from customers- Reduce failure rate of partner data exchanges- Eliminate burnout from manual testing + mapping | - Partner data fails validation mid-cycle- Manual rework kills onboarding speed- One mapping issue = global disruption | - Manual mapping processes- No automation or AI support- No test environment to QA partner flows | - SLA penalties (missed ASN, invoices)- Delays in cashflow due to billing errors- Supplier status dropped by Tier 1s | 🔹 AI-assisted mapping🔹 20K+ compliant industry templates (VDA, ODETTE, EDIFACT)🔹 Partner sandbox testing environment |
| **Customer Service Manager** | - Reduce cost-per-case in support- Deliver proactive visibility to Tier 1/OEM- Eliminate support escalations tied to data errors | - OEM asks for delivery data you don’t have- Order status wrong across CRM vs ERP- Every change requires manual checking | - Data silos (ERP, WMS, CRM disconnected)- No real-time event flow- High dependency on internal tribal knowledge | - Increased ticket backlog- Lower CSAT with strategic customers- Manual cost-to-serve keeps rising | 🔹 Real-time sync of orders, deliveries, confirmations🔹 Auto-alerts and data correction🔹 Shared customer view across systems |
| **CISO** | - Ensure GDPR, ISO 27001, and TISAX compliance- Eliminate unsecured data exchange with Tier 1s- Reduce risk exposure from B2B data handling | - No encryption in legacy EDI- Audit logs incomplete or missing- Email and FTP still used for documents | - Legacy infrastructure- No SIEM or centralized logging- Lean or non-existent infosec team | - Audit failure and compliance fines- OEM contract at risk- Data breach = reputational damage | 🔹 Encrypted BIS framework (TLS, AS4, OFTP2)🔹 Real-time audit logs + monitoring🔹 Built-in compliance for GDPR/TISAX/e-invoicing |
| **Integration Manager** | - Monitor every integration flow, every time- Cut time to detect and resolve failures- Reduce dependency on manual investigation | - Issues found by customers, not the team- Logs buried in disconnected tools- Escalations happen before alerts | - No centralized flow intelligence- Errors not tied to business impact- Fragmented visibility across sites | - SLA breaches unnoticed- Support team overworked- Lost revenue from blocked transactions | 🔹 Live dashboards with auto-alerts🔹 Unified logging + RCA tools🔹 Single control plane for EDI/API/MFT |
| **IT Manager / Director** | - Deliver stable systems without increasing headcount- Simplify support burden from custom integrations- Standardize B2B flows with lean ops | - ERP upgrades break EDI- Integration bugs cause downtime- Projects backlogged due to support load | - Legacy connectors- Too many tools across teams- Siloed B2B logic by customer/site | - Production downtime- High internal churn- Increased cost per integration | 🔹 BIS replaces multiple tools🔹 Managed service handles ops🔹 Plug-and-play onboarding reduces IT lift |
| **ICT Manager** | - Standardize global data flows- Meet local tax/regulatory e-invoicing laws (SDI, KSeF, etc.)- Cut down on country-specific customizations | - Each site uses different logic- Italy, Germany, Poland have unique rules- No consolidated oversight | - No global integration framework- Local teams own compliance solo- Poor reuse of logic/templates | - Compliance risk- Redundant dev effort- Slowed onboarding in new markets | 🔹 Global-local integration templates🔹 Built-in support for 50+ e-invoicing regimes🔹 One BIS framework across countries |