| **Persona** | **Top 3 Challenges (2025)** | **Symptoms** | **Impact on KPIs / Org** | **Benefit of SEEBURGER** |
| --- | --- | --- | --- | --- |
| **CIO** | - Regulatory pressure with tight deadlines (MaKo, Redispatch 2.0, REMIT/EMIR)- Fragmented IT systems and legacy tech- Rising integration costs and inefficiencies | - Frequent compliance fire drills- Delays in system communication- High reliance on internal teams for custom fixes | - Missed compliance deadlines- Higher IT operational costs- Slower innovation delivery | - Centralized, scalable platform to handle regulatory changes, improve integration and reduce IT complexity |
| **IT Manager / Director** | - Complex integrations across multiple systems- Maintaining legacy middleware- Unclear visibility into file/data flows | - File transfer failures- Constant firefighting and maintenance- Security and access risks from outdated tools | - Wasted time on manual troubleshooting- Risk of data breaches- Slower support delivery | - Robust, secure BIS platform that automates and standardizes integrations with full visibility |
| **Digital Transformation Manager / Director** | - Inflexible systems slowing innovation- Resistance to modernization- Lack of real-time data flow | - High customization costs- Project delays- Difficulty scaling digital projects | - Low ROI from digital initiatives- Poor cross-departmental integration- Missed transformation goals | - Agile, API-friendly integration layer that speeds digital project rollout and reduces system friction |
| **Integration Manager** | - Juggling various protocols, formats, and partners- Manual partner onboarding- Frequent format updates (e.g., MaKo) | - Endless custom mapping- Failed transactions- Long onboarding timelines | - Bottlenecks in daily operations- Higher error rates and rework- Delayed partner connections | - One platform for all integrations, auto-handling format changes, faster onboarding |
| **Application Manager** | - Keeping apps connected with unstable tools- Synchronizing ERP and cloud services- Difficulty with centralized monitoring | - Integration failures- Need to manage multiple tools manually- Reactive issue solving | - Higher downtime- Rising maintenance costs- Poor user experience | - BIS centralizes app communication, supports ERP-independence, and enables end-to-end monitoring |
| **CISO** | - Data exchange over insecure channels- Certificate handling and security gaps- Regulatory pressure around data flows | - Use of legacy systems without encryption- Compliance audit flags- Complex certificate updates | - High security risk- Increased audit failures- Vulnerability to breaches | - Secure MFT, AS4-compliant communication, automated certificate lifecycle management |
| **VP of Compliance** | - Rapidly evolving regulation (REMIT, EMIR, etc.)- Manual confirmation and reporting- Lack of traceability in reports | - Discrepancies in transaction reports- Manual spreadsheet-driven processes- Regulatory fatigue | - Fines or warnings from authorities- Slowed audit response- Burnout in compliance team | - RRM+ automates compliance, supports delegated reporting, and adds audit traceability |

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| **Persona** | **Key Challenges (Real-World Problems)** | **Observable Symptoms (What They Feel/See Daily)** | **Business/Operational Impact (How It Hurts)** | **SEEBURGER Value Prop (Why It Matters)** |
| --- | --- | --- | --- | --- |
| **CIO** | 1. Compliance chaos — new mandates like AS4, Redispatch 2.02. Legacy IT stack limiting innovation3. Skyrocketing integration costs | - Scrambling every time specs change- Dozens of tools, none connected- Stretched internal teams, patching everything manually | - Compliance risk = potential fines- Slowed tech roadmap- 25–40% of IT spend is unscalable integration | ✔️ One platform to manage regulatory, B2B, API and app integration across the stack✔️ Handles MaKo, Redispatch, EMIR/REMIT out of the box✔️ Frees up IT capacity to focus on strategy |
| **IT Manager / Director** | 1. No visibility into file/data flows2. Constant fire-fighting with unstable transfers3. Outdated methods (NAS, FTP) with no governance | - Failed jobs, missing confirmations- Manual reprocessing = hours lost weekly- Data loss or delay risks with Redispatch 2.0 | - SLAs missed = damage to ops & trust- Security audit gaps- Team is reactive, not strategic | ✔️ Real-time MFT + BIS monitoring✔️ Cert management + retries = peace of mind✔️ No more manual handoffs or guesswork |
| **Digital Transformation Manager / Director** | 1. Siloed systems blocking transformation2. High integration friction between legacy + cloud3. Projects slowed by repeated custom work | - Can’t connect new apps fast- Costly workaround per app- Rebuilding pipelines every time a tool changes | - Delayed digital programs- Higher project costs- Poor adoption of new tools | ✔️ BIS connects cloud, ERP, and legacy with reusable flows✔️ API-ready✔️ Cuts rollout time by up to 70% |
| **Integration Manager** | 1. B2B complexity — multiple protocols (AS4, FTP, EDIFACT)2. High-pressure spec changes (e.g. MaKo)3. Manual partner onboarding slows delivery | - Every MaKo update is a crunch- Mapping errors and long testing cycles- Onboarding a new partner = weeks | - Revenue cycle delays- SLA breaches with partners- Team burnout during update windows | ✔️ Handles all formats/protocols✔️ Auto-adjusts to spec changes✔️ Templates + prebuilt flows = fast onboarding |
| **Application Manager** | 1. Apps failing from brittle integrations2. Disconnected ERP/CRM/industry apps3. No unified monitoring | - Angry internal users when apps “don’t talk”- Support always blamed- Restarting failed scripts manually | - Downtime kills productivity- Higher IT ops cost- Delayed internal projects | ✔️ Centralized, stable BIS layer between apps✔️ Dashboard + alerting✔️ Supports ERP and cloud connectivity natively |
| **CISO** | 1. No audit trail for critical exchanges2. Cert expiration risks3. Insecure legacy channels (FTP, NAS) | - Can’t prove security in audits- Cert issues stop transmissions- Partner data exposure risk | - Audit failures- Legal exposure from breaches- Loss of customer/partner trust | ✔️ Full encryption, AS4 compliance✔️ Automated cert rotation✔️ Logs every transaction for full traceability |
| **VP of Compliance** | 1. Manual EMIR/REMIT reporting = errors2. Mismatches in confirmations3. No visibility into what was reported when | - Excel chaos before deadlines- Hours spent reconciling confirmations- Poor regulator response times | - Risk of fines or investigations- Compliance team burnout- Missed internal compliance KPIs | ✔️ RRM+ automates reporting✔️ CM module handles confirmation reconciliation✔️ Delegated reporting + full audit trail |