| **Persona / Title** | **Top 3 Challenges** | **Symptoms** | **Impact on KPIs / Business** | **Seeburger Benefits** |
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| **CIO** | - Legacy systems limit agility - Disconnected vendor, store & eCom flows - High integration maintenance costs | - Campaigns launch inconsistently - Long vendor onboarding - IT stretched thin | - Delayed time to market - Cost overruns - Poor cross-channel alignment | 1. Cut go-live delays by up to **40%** 2. Reduce IT overhead by **30–50%** 3. Unify tech under one integration layer |
| **Head of IT / IT Mgr** | - Promo spikes cause backend overload - Tool fragmentation - Reactive issue tracing | - Surge in tickets - System timeouts or sync failures - High troubleshooting time | - Unreliable launches - Higher IT cost per drop - Lost productivity | 1. Reduce tickets by **47%** 2. Gain real-time visibility across all flows 3. Integrate without ripping existing tools |
| **Application Manager** | - App sync failures (PIM, OMS, POS) - High custom dev time - Limited reuse across campaigns | - Stock/pricing mismatches - Manual mapping each launch - QA slows execution | - Lost sales - Low productivity - Error-prone launches | 1. Cut manual mapping effort by **60%** 2. Enable flow reuse across drops 3. Reduce launch prep time by **30–40%** |
| **Customer Service Mgr** | - CS blind during drops - Spikes in WISMO + refunds - Agents use outdated systems | - High handle time - Missed SLAs - Angry customers | - Low NPS - High churn - High cost per contact | 1. Reduce WISMO by **33–42%** 2. Add live inventory/order visibility in CRM 3. Improve NPS & loyalty metrics |
| **EDI Manager** | - Manual mapping workload - Partner integration is slow - No visibility into failed flows | - Late ASNs - Complaints from vendors - High backlog of fixes | - Missed SLAs - Partner frustration - Launch delay | 1. 20K+ prebuilt mappings 2. 60% faster partner onboarding 3. Detect errors **3x faster** |
| **ICT Manager / Director** | - Region/store tech is fragmented - No standard integration model - High dependence on local support | - High system variation - Low central control - Resource drain | - Inefficiency - Inconsistent service levels - Elevated opex | 1. Consolidate infrastructure footprint by **35%** 2. Unify store/backend flows 3. Standardize platforms company-wide |
| **Supply Chain Manager** | - Broken vendor-store flow - No real-time launch readiness - Misallocations across regions | - Inventory mismatch at drop - Wrong item placement - Store out-of-stocks | - Missed revenue - High logistics cost - Slow response time | 1. Improve delivery accuracy by **33%** 2. Sync vendor allocation live 3. Cut planning errors by **40%** |
| **Logistics Manager** | - Peak delivery overload - Lack of route visibility - Carrier systems not connected | - Missed windows - Manual rerouting - No delivery status during promos | - Higher penalties - Failed SLA - Store frustration | 1. Reduce late deliveries by **36%** 2. Add real-time route alerts 3. Monitor 3PLs in one hub |
| **eCommerce Manager** | - Backend systems out of sync - Promo launches with bad data - Substitution issues not tracked | - Cart errors - Wrong prices or stock shown - Order failures | - High abandonment rate - Refund volume ↑ - Customer trust ↓ | 1. Drop cart error rate by **25–28%** 2. Sync inventory & promo flows live 3. Improve conversion and CX |
| **CISO Manager** | - Insecure partner data flows - No policy enforcement at the integration layer - Lack of real-time audit | - Missed compliance flags - Shadow integrations - Delayed breach detection | - Audit risk ↑ - Regulatory exposure ↑ - Lower vendor accountability | 1. Enforce policies at flow level 2. Reduce integration blind spots by **50–60%** 3. Improve audit readiness score |