| **Persona** | **Top 3 Painful Problems (2025)** | **What They’re Experiencing Daily** | **Hard Business Impact** | **How Seeburger Solves It (3 Specific Benefits)** |
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| **CIO** | 1. Legacy EDI blocks cloud ERP shift2. 6+ integration vendors drive redundancy3. No real-time data view across global ops | - CIO reports with 12-hour data lag- Teams can’t monitor supplier flow live- Redundant spend across integration tools | - Digital initiatives delayed- $500K+/yr in tool overlap- Inaccurate decisions from outdated data | 1. Consolidates B2B/EDI, MFT, and API into one platform2. Enables real-time tracking of global transactions3. Deploys flexibly (cloud, hybrid, on-prem) to align with ERP strategy |
| **IT Director / Head of IT** | 1. Manual mapping burns team time2. Partner onboarding takes 6–10 weeks3. Each new partner = custom code | - Engineers stuck in mapping loops- Recurring tickets for each onboarding- No reuse between supplier connections | - Project backlogs stack up- IT team morale drops- $20–50K cost per partner setup | 1. AI mapping assistant reduces setup time by 60%2. Prebuilt 20K+ mappings eliminate repetition3. CMA tool enables self-service onboarding with status tracking |
| **EDI Manager** | 1. VDA/EDIFACT mappings break frequently2. Late alerts on message errors3. Pressure from logistics and planning teams | - Spending weekends debugging orders- No proactive issue alerts- Operations blames EDI for delays | - Orders fail silently → shipment delays- Lost partner trust- Daily firefighting disrupts focus | 1. AI flags mapping issues before deployment2. Real-time tracking pinpoints exact failures3. Canonical format simplifies all trading partner flows |
| **Customer Service Manager** | 1. Agents can’t see live order status2. “Where’s my order?” makes up 60% of calls3. Reliant on IT for shipment updates | - Agents manually email IT for updates- 48–72 hr wait for response- Negative customer feedback increasing | - CSAT drops below 80- First-contact resolution <60%- Cost per ticket spikes | 1. Real-time access to order/shipment status via Excel or portal2. Reduces dependency on IT by 70%3. Improves FCR and customer confidence in support |
| **Supply Chain Manager** | 1. Inbound data from suppliers is delayed2. Orders often don’t match shipments3. Lead time changes aren’t visible until too late | - Receipts don’t match POs- Teams scramble to source parts- Overbuffering due to risk | - Excess inventory- Expedited sourcing costs climb- Production schedule at risk | 1. Live B2B/API feeds show exact shipment/PO status2. Standardized inbound formats eliminate mismatches3. Alerts flag at-risk deliveries before arrival |
| **Logistics Manager** | 1. ASNs come after the truck arrives2. No integration with 3PLs3. Manual tracking updates waste time | - No dock prep before goods arrive- Shipment visibility ends at dispatch- Errors in inbound receipts | - Missed dock appointments- Increased detention fees- Inaccurate inventory records | 1. Prebuilt EDI links with major 3PLs2. Real-time ASN feeds to WMS and ERP3. Dashboards show live shipment progress to prevent surprises |
| **CISO** | 1. No encryption on legacy EDI2. Cannot audit file movement3. Shadow IT tools in use for data transfer | - No logs of sensitive file exchanges- Partner compliance concerns- No single control point | - Audit failures- Data breach exposure- Risk of losing certifications | 1. Secure, compliant MFT built into BIS2. Full audit trail for every transaction3. Eliminates shadow tools with centralized governance |
| **ICT Manager** | 1. Supports 5+ tools for integration2. Business users bypass IT for “faster” access3. Systems across plants don’t talk | - Weekly patch cycles- Shadow Excel tools pop up across departments- Sites have conflicting data | - High maintenance workload- Loss of data control- Internal SLA breaches | 1. One BIS instance reduces system sprawl2. Enables safe, role-based self-service3. Connects all plants, partners, systems under one data flow |
| **Application Manager** | 1. ERP, MES, CRM integrations break during upgrades2. Too many custom connectors to maintain3. Slow rollout of app features due to fragile integrations | - Post-upgrade integration failures- 2–3 months to launch a new app- Developer team pulled off core work | - Downtime in key apps- Delays in digital roadmap- Escalated user complaints | 1. ERP-native connectors built to survive updates2. Reusable, pretested flows for rapid deployment3. Robust app integration management through one hub |
| **E-commerce Manager** | 1. Storefront inventory is wrong2. Delays syncing orders from store → ERP → logistics3. New marketplaces take weeks to add | - Out-of-stock items show as “available”- Refunds climb- Cart abandonment increases | - Negative reviews- CX and delivery NPS fall- Slower channel growth | 1. Real-time API/EDI sync across storefront, ERP, WMS2. End-to-end visibility from cart to customer3. Launches new eCom channels in days via plug-in flows |