| **Persona** | **Top 3 Pain Points** | **What They’re Dealing With Daily** | **Strategic Business Impact** | **3 Specific Seeburger BIS Benefits** |
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| **CIO** | 1. Fragmented data across ERP, MES, CAD, logistics2. No real-time supplier-to-factory view3. Legacy B2B tools limit agility | - Can’t trace component status across global sites- ERP, PLM, and MES are siloed- Projects stall waiting on data | - Missed delivery timelines- Increased production costs- Inability to scale partner network | 1. Central platform integrates EDI, MFT, API in real-time2. Cloud or on-prem deployment fits legacy & future states3. Live, global transaction visibility for full ops traceability |
| **IT Director / Head of IT** | 1. Slow onboarding of tier-1 & tier-2 suppliers2. Managing 5+ custom-built integrations3. Can’t reuse mapping logic across partners | - Integrating a new plant takes months- Custom connections constantly break- IT backlog delays engineering ops | - Launch delays for new factories- IT support overhead increases- Inconsistent global rollout | 1. Prebuilt logic for key B2B partners (automotive, aerospace, defense)2. AI mapping assistant reduces setup time by 60%3. Canonical data model ensures scalable partner reuse |
| **EDI Manager** | 1. Managing complex formats like VDA, EDIFACT, X122. Weekly reprocessing of failed messages3. Lack of testing before go-live | - 856/862 failures from tier-1s slow builds- Poor visibility on what failed where- Errors discovered post-production | - Assembly line disruptions- Rejected parts from suppliers- Extra labor costs from manual corrections | 1. Built-in support for VDA, EDIFACT, X122. Real-time message tracking and error alerts3. Simulation/testing environments prevent go-live failure |
| **Customer Service Manager** | 1. No access to live project delivery status2. Customers ask for update → IT needed3. Missed milestone communication | - Calls from OEMs asking “where is my order?”- CSRs wait 24–48 hrs for factory confirmation- Frustration in B2B accounts | - Lower customer satisfaction- Delay penalties- Poor visibility in milestone reviews | 1. Portal for CSRs with real-time status by PO or delivery2. Excel interface to ERP for order tracking3. Reduces IT-CS dependency by 70% |
| **Supply Chain Manager** | 1. Supplier POs and ASN data not aligned2. Late shipments without early warning3. BOM updates don’t flow to logistics in time | - Receives wrong components- Shortage detected during build- Parts missed due to outdated plans | - Line stoppages- Reordering costs- Project delays cascade downstream | 1. Real-time sync of POs, ASNs, shipments via BIS2. Alerts when supplier deviates from PO3. Tracks BOM change impact to procurement flows |
| **Logistics Manager** | 1. ASN files arrive after goods do2. 3PLs not integrated with warehouse systems3. Shipment tracking handled via email or Excel | - Trucks show up unplanned- ASN doesn’t match actual cargo- Manual handoffs between carriers/warehouses | - Missed dock times- Inventory inaccuracy- Overhead from duplicate handling | 1. Standardized ASN flow per project/customer2. 3PL EDI pre-integration with plant/DC systems3. One dashboard to track inbound components by line |
| **CISO** | 1. Plant and partner data flows unencrypted2. No audit trail for mission-critical files3. Partner risk from unmanaged EDI tools | - Inability to verify file ownership- Legacy systems have no access control- FTP servers untracked | - IP risk with external vendors- Failed industry audits- Risk of production sabotage/data leak | 1. End-to-end encryption and policy control2. Full audit trail of every document and transaction3. Reduces attack surface by centralizing integration flows |
| **ICT Manager** | 1. Sites run different integration tools2. Local teams use scripts/workarounds3. Inconsistent partner performance tracking | - System failures vary by region- Tickets from plants go unresolved- Vendor scorecards based on guesswork | - Low IT service quality- Increased ops firefighting- Poor partner accountability | 1. One global integration standard across all sites2. Self-service access for local plants (role-based)3. Real-time scorecarding of vendor message success/failure |
| **Application Manager** | 1. Integration breaks during SAP or MES upgrades2. New app rollout delays due to system fragility3. CAD/PLM doesn’t flow data into ERP | - Integration regression post-upgrade- BOM, SKU, part updates don’t sync- Dev team burned out from bug fixing | - Post-upgrade downtime- Launch delays for new software- Data misalignment | 1. Upgrade-safe connectors to ERP, MES, PLM2. Real-time data flow from engineering to operations3. Central management for all integration apps |
| **E-commerce Manager** *(if D2B or spare part sales apply)* | 1. Orders from web don’t reach production2. Inventory on site is outdated3. Delays in configuring custom machine options | - Configurator data doesn’t match plant BOM- Delivery promises missed- Order changes not reflected in time | - Lost aftermarket revenue- Missed SLAs- High order modification cost | 1. Live sync between configurator/storefront and factory ERP2. API + EDI support for part-level status3. BOM updates flow into web-to-order in real time |

| **Persona** | **Top 3 Pain Points (2025)** | **What They Actually Experience** | **Business Consequence** | **3 Tactical BIS Benefits** |
| --- | --- | --- | --- | --- |
| **CIO** | 1. No unified view of engineering, ERP, MES, 3PL systems2. Too many point-to-point integrations3. Legacy EDI can't scale with smart factory rollout | - 3+ systems per plant don't sync- Can't track component location across sites- EDI/FTP mix prevents agility | - Delayed digital transformation- Cost overruns on IT projects- Risk of project failure with Industry 4.0 upgrades | 1. Single BIS platform integrates all flows: EDI, API, MFT2. Live cross-plant transaction visibility3. Hybrid model connects legacy + cloud systems |
| **IT Director / Head of IT** | 1. Supplier onboarding takes 8–12 weeks2. Every supplier needs custom mapping3. No ability to clone integrations across plants | - Launching a new facility = 3 months just for integration- Mapping changes require hard-coded logic- Partner onboarding is not scalable | - Production delays- High IT resource drain- Integration backlog grows each quarter | 1. AI-assisted mapping reduces manual config by 60%2. 20,000+ prebuilt partner profiles3. Canonical data layer enables reuse across sites |
| **EDI Manager** | 1. Daily mapping fixes (VDA, EDIFACT, X12)2. Failures in 862, 856, 810 loops go undetected3. Partners push invalid formats, breaking the flow | - Must manually correct ASNs and orders- Often notified after failure occurred- Engineers blame EDI when lines go down | - Expedited shipping to fix errors- Risk of part shortages- Reputation hit with OEMs | 1. Real-time alerts and automated failure diagnosis2. Validation engine catches errors before delivery3. Built-in compliance with VDA, EDIFACT, ANSI X12 standards |
| **Customer Service Manager** | 1. No access to real-time order/build status2. Calls from OEMs need IT to check system3. No visibility into expected shipment dates | - “When will this machine be ready?” = wait 24–48 hrs- CSR team escalates to IT daily- Can’t proactively update customers | - Delays in customer updates- Negative account feedback- Reduced first-time resolution rates | 1. CSR-facing portal with real-time PO/ASN tracking2. Excel plug-in for SAP/MES queries3. 70% reduction in CSR–IT escalation |
| **Supply Chain Manager** | 1. Can't match inbound ASNs to expected parts2. Late deliveries discovered only when it's too late3. No proactive warning on PO risks | - Line stoppage due to a missing valve or module- Shortages not flagged until goods receipt- Manual checks of PO/ASN/documents | - Assembly line downtime- Extra costs for expedited part replacement- Reduced supplier scorecard performance | 1. BIS tracks ASN/PO match in real time by line/MRP ID2. Alerts when ASN deviates from PO terms3. Simplified dashboard of inbound flow risk by order/component |
| **Logistics Manager** | 1. ASN (856) files arrive after shipment2. Inconsistent pallet/case labeling3. 3PL tracking via phone/email | - Warehouse receives goods with no data- Can't reconcile SSCC and pallet IDs- No live ETA on inbound loads | - Missed dock scheduling- Penalties for late/undocumented delivery- Disorganized warehouse intake | 1. Real-time ASN transmission synced with shipment2. GS1-compliant labels tied to BIS system3. Prebuilt 3PL integrations with live ETA & delivery sync |
| **CISO** | 1. No encryption or access control for FTP/EDI2. No visibility into who accessed production files3. Shadow IT transferring sensitive supplier data | - Can't track BOM file access- IT audit reveals unmanaged SFTP use- Data leaks from external suppliers possible | - Non-compliance with ISO 27001- Risk to proprietary design IP- Failed audit from Tier 1 OEM | 1. Secure, policy-based file transfer (MFT)2. Role-based access logs per document3. Centralized control over partner data exchange |
| **ICT Manager** | 1. Local plants use their own tools (Excel, scripts)2. No consistency across regions3. Trouble maintaining service SLAs with global sites | - Different data per plant for the same supplier- ERP says one thing, shop floor says another- IT tickets spike weekly across EMEA/APAC | - System outages across key ops- SLA breaches with internal users- Chaos in partner collaboration | 1. BIS standardizes integration for all regions/plants2. Role-based access for each plant/site3. Unified service layer simplifies IT ops |
| **Application Manager** | 1. SAP/PLM/MES don’t talk reliably2. System changes break integrations3. Engineering data doesn’t update ERP | - BOMs changed in CAD but not reflected in purchase orders- Upgrades cause regression failures- App rollout blocked by lack of sync | - Missed part configurations- Product launch delays- High app support cost | 1. BIS connects ERP/PLM/MES with reusable flows2. Built-in testing protects against upgrade failure3. BOM/PIM flows auto-sync with purchasing systems |
| **E-commerce Manager** *(if applicable: spare parts/D2B sales)* | 1. Orders from e-store don't reach ERP fast enough2. No connection between custom configurator and backend3. Shipping status is manual | - "Express build" orders delayed- Customers don’t get confirmation emails- Returns processed manually | - Poor buyer experience- Lost aftermarket revenue- Missed SLAs with service partners | 1. Live connection from web portal → ERP → production2. Real-time updates from factory to customer3. Automated returns/order change workflows via BIS |