| **Persona** | **Top 3 Challenges (2025)** | **Symptoms (Daily Pain)** | **KPI / Business Impact** | **3 Specific Benefits from SEEBURGER BIS** |
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| **Head of IT / CIO** | 1. Legacy systems (e.g., BizTalk)2. Infra costs3. Limited dev resources | - Frequent downtime- Long rollout cycles- System errors | - IT OPEX- Time-to-integration- Project delivery speed | 1. Replace legacy with scalable, cloud-ready platform2. Lower infra & dev costs via managed services3. Deliver new integrations 2–3x faster |
| **Chief Operating Officer (COO)** | 1. Ops silos2. Manual handoffs3. Low data transparency | - Data loss between systems- Reactive decisions- Manual corrections | - SLA compliance- Ops cycle time- Resource productivity | 1. End-to-end visibility from vessel to partner2. Faster exception handling with live data3. Reduce ops cost through automation |
| **Logistics Director / Head of Supply Chain** | 1. Partner onboarding delays2. No real-time visibility3. Disconnected port/TMS data | - Routing delays- Poor ETA accuracy- Missed deliveries | - On-time delivery rate (OTIF)- Lead time variability- Partner satisfaction | 1. Onboard new carriers in days (not weeks)2. Live tracking from port events to customer3. Orchestrate flows between partners, PCS, ERP, and TMS |
| **Customer Service Manager** | 1. No live shipment data2. High ticket volume3. Manual follow-ups | - Delayed answers- Repeat calls- Angry customers | - First-response time- Ticket resolution rate- NPS / CSAT | 1. Real-time order and shipment updates from systems2. Cut ticket volume with proactive notifications3. Respond faster with unified data view |
| **Integration Manager** | 1. Messy point-to-point flows2. Long backlog3. Redundant work | - Frequent failures- Unscalable scripts- Bottlenecked delivery | - Dev cycle time- Integration success rate- Team utilization | 1. Unified platform for all flows2. Low-code designer reduces build time3. Standardize and reuse mappings/templates |
| **EDI Manager** | 1. High error rates2. Manual fixes3. Long setup for partners | - Failed transactions- Partner complaints- SLA penalties | - EDI success rate- Manual intervention %- Partner onboarding time | 1. Validate and route EDI automatically2. Real-time alerts on message failures3. Library of reusable EDI formats (EDIFACT, ANSI X12, etc.) |
| **Application Manager** | 1. App integration delays2. Siloed data3. Manual sync across systems | - Data mismatches- Redundant entries- Missed updates | - App release time- System availability- Sync failure rate | 1. Central data layer for real-time sync2. Eliminate manual re-entry3. Launch new features with faster backend delivery |
| **Chief Information Security Officer (CISO)** | 1. Security gaps in legacy systems2. Weak access control3. No full audit trail | - Shadow IT usage- Risky partner data exchange- Failed audits | - Security incident rate- Audit pass rate- Compliance readiness | 1. End-to-end encryption and secure file transfer2. Role-based access and full identity management3. Detailed audit logging and compliance automation |

| **Persona** | **Top Challenges (2025)** | **Symptoms (Day-to-Day)** | **KPIs Impacted** | **SEEBURGER BIS – 3 Core Benefits** |
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| **CIO / Head of IT** | 1. Legacy tools like BizTalk2. High infra + dev costs3. Slow integration timelines | - Frequent outages- Long delivery cycles- Too much custom code | - IT OPEX- Time-to-integration- % of API/EDI failures | 1. Replace legacy stack with one modern integration hub (BIS)2. Cloud or managed services to cut infra & FTE costs3. Low-code/no-code config for faster deployments |
| **COO / Head of Operations** | 1. Manual, disconnected workflows2. Zero visibility into delays3. Poor partner handoffs | - Delay escalations too late- Ops teams work in silos- Firefighting across sites | - SLA adherence- Ops cycle time- Workflow automation % | 1. Automate end-to-end port-to-warehouse workflows2. Centralized dashboard to track shipments/events in real time3. Faster partner resolution with automated triggers |
| **Logistics Director / Supply Chain Head** | 1. Slow onboarding of ports & partners2. Fragmented port/carrier systems3. No real-time updates | - Bookings delayed- Shipments missing ETAs- Misaligned routing | - OTIF (On-Time-In-Full)- Partner onboarding speed- Visibility rate | 1. Plug-and-play connectors for fast onboarding2. Live status updates from TMS, ERP, port systems3. Orchestrate carrier, customer, and customs data flows in one place |
| **Customer Service Manager** | 1. High ticket volume from “where’s my container?”2. Info comes late from ops3. No single source of truth | - Reps bouncing between tools- No ETA data to share- Repeat tickets per shipment | - First response time- CSAT / NPS- Ticket volume per order | 1. Real-time data sync across all logistics systems2. Status alerts sent proactively to clients3. Empower support teams with self-serve shipment insights |
| **Integration Manager** | 1. Manual mapping and scripting2. Long backlog of partner integrations3. No flow consistency | - High rework rate- Fragile integrations- Burnout from repetitive setup | - Avg. time per integration- Integration success rate- Dev hours per month | 1. Visual process modeling & reusable templates2. Cut build time with pre-mapped partner formats3. Single platform for EDI, API, MFT, and IoT |
| **EDI Manager** | 1. Partner errors & retries2. Complex mapping formats3. SLA breaches from message failure | - Failed orders- Manual edits- Partner trust loss | - EDI error rate- SLA compliance- % automated transactions | 1. Prebuilt EDI libraries (EDIFACT, ANSI X12, VDA)2. Real-time validation before message send3. Auto-alerts + monitoring for SLA-critical flows |
| **Application Manager** | 1. Disconnected logistics apps (port, TMS, WMS)2. Manual data re-entry3. Slow release cycles | - Duplicate or mismatched data- Friction between app teams- Blocked feature releases | - System availability- Data consistency- Time-to-release | 1. Real-time sync between logistics and ERP stack2. API-first integration layer across all apps3. Isolate logic from apps for faster updates |
| **CISO** | 1. Legacy systems with weak security2. Inconsistent user access3. No audit visibility | - Shadow data flows- Manual compliance reporting- Risk during audits | - Security incident count- Audit pass rate- % encrypted transfers | 1. End-to-end encryption, access control, and traceability2. Role-based access across all partner systems3. Real-time audit logs aligned with GDPR/ISO/industry standards |