| **Persona / Title** | **Top 3 Challenges (2025)** | **Symptoms (Daily Ops)** | **KPI & Business Impact** | **Benefit from SEEBURGER BIS** |
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| **CIO** | - Legacy TMS/WMS/ERP systems don’t integrate- Outdated EDI tools (e.g., BizTalk)- Fragmented IT landscape | - Manual CSV/data entry- Frequent sync failures- Teams fixing same issue daily | - Missed SLAs- Blocked digitization roadmap- Costly downtime | - Unified platform for all integrations- Reduces IT tickets and time-to-repair- Future-proofs tech stack |
| **Head of Logistics** | - Onboarding partners takes weeks- No real-time vehicle/load status- Communication with carriers is manual | - Missed delivery windows- Reactive ops management- High volume of calls/emails to track loads | - Cost-per-km increases- Low on-time delivery %- Damaged customer trust | - Real-time data with partners- Faster carrier/customer onboarding- Route-level alerts and automation |
| **IT Director** | - Legacy tech requires niche skills- Overburdened team maintaining integrations- Project delays from slow setups | - High dependency on 1–2 experts- Late projects- Constant integration bugs | - Rising IT OPEX- Risk of failure on staff turnover- Project bottlenecks | - Cloud-managed integration- Easy GUI for config- Reduces headcount pressure and single point of failure |
| **EDI Manager** | - Old EDI mappings break frequently- Each partner uses a different format- No tracking or audit capabilities | - Constant reprocessing of failed messages- Hours spent debugging missing or malformed EDI files | - Penalties from partners- Inaccurate order/shipment status- Overload on small teams | - Supports all EDI/B2B formats- Real-time tracking & alerts- Fast partner setup via templates & prebuilt flows |
| **Application Manager** | - Disconnected apps: TMS, WMS, ERP, CRM- Too many manual integrations- Updates cause system breaks | - Teams doing data reentry- Manual fixes during software updates- Error-prone handoffs | - Low operational uptime- High bug-related cost- App ecosystem not scalable | - Centralized orchestration hub- Maintains stable connections across tools- Scales across apps and regions |
| **Integration Manager** | - Hard to manage hundreds of flows- No version control or rollback- No global visibility on what's connected | - Errors go unnoticed- Change requests take days- Can’t troubleshoot quickly | - Bottlenecks in business processes- Unclear data lineage- Time wasted debugging | - Drag-and-drop orchestration- Full audit logs and dashboards- Central view of all integrations |
| **CISO** | - Legacy systems lack security protocols- Poor access control & encryption- Compliance gaps (e.g., ISO 27001, GDPR, NIS2) | - Can’t control user access per system- No data lineage visibility- Unpatched vulnerabilities | - High security risks- Compliance audit failures- Business continuity at risk | - Built-in security features (SFTP, encryption, access controls)- Certified compliance (ISO, GDPR)- Monitoring & logging |
| **Supply Chain Manager** | - No end-to-end supply visibility- Difficult to reroute/delay dynamically- Carrier data arrives too late or via email/fax | - Blind to real-time stock/vehicle position- Disruptions handled too late- Stockouts or delivery chaos | - Low fulfillment rate- Excess buffer stock- Poor customer SLAs | - Real-time visibility through partner API/EDI- Automated event alerts- Smarter response to disruptions |
| **Customer Service** | - Can’t access real-time order status- Must check with warehouse or transport team- No system alerts for shipment delays | - Long resolution times- Angry customers on hold- 3–5 calls to answer one ETA question | - Low CSAT/NPS- High support load- Reputational damage | - Real-time delivery and status data- Automated notifications for CS teams- Fewer manual status checks |

| **Persona** | **Top 3 Challenges (2025)** | **Daily Symptoms** | **Impact on KPIs / Business** | **How SEEBURGER Helps** |
| --- | --- | --- | --- | --- |
| **CIO** | - Legacy platforms block growth- Siloed apps can't scale- No visibility across data flows | - Repetitive fixes for sync errors- Teams can't move fast- Missed cross-system insights | - Delayed transformation roadmap- Higher integration cost- Poor system uptime | - Centralized platform unifies all systems- Built-in scalability & governance |
| **Head of Logistics** | - Partners take weeks to onboard- No live view of shipments- Carrier data is late or missing | - Missed ETAs- Dispatch teams chasing info manually- Frequent customer complaints | - High cost-per-km- Reduced on-time delivery rate- Lower contract renewal rates | - Fast digital onboarding via EDI/API- Real-time status & alerts to reduce disruption |
| **IT Director** | - Legacy tools need niche skills- Maintenance eats budget- Integration projects are slow | - Constant firefighting- “Only John knows the old system”- Missed internal deadlines | - IT burnout- Budget spent on patches not innovation- High dependency on key staff | - Fully managed integration- Simplified workflows- No-code configs for your team |
| **EDI Manager** | - Each customer uses a different EDI format- Message errors happen daily- No audit trail or visibility | - Daily reprocessing jobs- No way to trace failed orders- Late ASN/invoice data | - Chargebacks and penalties- Poor order accuracy- 24/7 firefighting mode | - Prebuilt templates for B2B/EDI- Auto validation + alerting- Real-time dashboards |
| **Application Manager** | - Apps (TMS, ERP, WMS) are disconnected- Manual handoffs between systems- System updates break processes | - Rekeying orders into multiple systems- IT fixing data mismatches- Frequent user complaints | - Increased ticket volume- Uptime risk during updates- Ops process delays | - One platform for all app integrations- Stable updates and version control |
| **Integration Manager** | - No unified view of flows- Change requests are slow- Troubleshooting takes too long | - Blind spots in integration map- Can't roll back easily- Every fix takes hours | - Blocked supply chain flows- Lower ops agility- Team overworked | - Visual flow management- End-to-end tracking & rollback- Change deployments in clicks |
| **CISO** | - Data transfers lack compliance- Weak encryption and access control- Hard to prove audit readiness | - No central monitoring- Delayed response to incidents- Regulatory concerns | - Risk of data breach- Failed audits (GDPR, ISO, NIS2)- Partner trust issues | - Certified security (ISO, GDPR)- Full encryption, SFTP, audit logs |
| **Supply Chain Manager** | - Poor end-to-end visibility- Too slow to reroute loads- Inbound/outbound plans aren’t synced | - Manual checks on inventory & trucks- Frequent rescheduling- No alerts for late or missing goods | - Low fill rates- High buffer stock- Delayed decision-making | - Real-time supply chain data via APIs/EDI- Notifications for disruptions- Live dashboards |
| **Customer Service** | - No real-time order status- Must check 3+ systems for updates- Can’t notify customers proactively | - Long hold times- Inaccurate status info- Agents waste time chasing info | - Low CSAT- High ticket volume- Lost customer trust | - Real-time shipment status- Proactive alerts to CS teams- Unified status access |

| **Persona** | **Top 3 Challenges (2025)** | **Observable Symptoms** | **KPI / Business Impact** | **How SEEBURGER BIS Helps** |
| --- | --- | --- | --- | --- |
| **CIO** | - Legacy TMS/WMS/ERP can’t communicate- Integration across partners takes months- No consolidated data view across systems | - Multiple teams manually moving data- Errors when syncing orders with transport- Fragmented dashboards | - +15% operational cost from rework- Missed exec reporting deadlines- Inability to scale integrations | - Unified integration platform across ERP, TMS, WMS- Real-time dashboards and alerts- Future-ready tech |
| **Head of Logistics** | - Carrier and customer onboarding takes weeks- ETAs are unreliable or missing- Manual booking and status updates slow down dispatch | - Phone/fax/email-based order flow- Dispatchers checking 5 systems for one update- Customer SLA breaches | - Lower OTD (on-time delivery)- Lost contracts- High cost per mile due to inefficiencies | - Rapid EDI/API onboarding- Real-time load status- Alerts for late pickups/deliveries |
| **IT Director** | - Old systems (e.g. BizTalk) hard to maintain- Teams rely on 1–2 experts- Frequent outages or broken integrations | - “Only Markus can fix this”- Projects paused due to missing skills- No test environment for changes | - Delayed project timelines- Overbudget IT operations- High risk of business disruption | - Managed cloud integrations- Low-code configs any IT staff can run- Pre-prod testing environment |
| **EDI Manager** | - Too many formats per partner (EDIFACT, VDA, XML, CSV, etc.)- Message failures not detected early- Manual corrections for invoices, ASNs, orders | - Partners call about missing files- Spending hours correcting failed jobs- Delays from misformatted messages | - Penalties from missed data windows- Wrong shipments- 30% of time spent debugging instead of building | - Prebuilt mappings for all logistics formats- Automated error detection + retry- Central message tracking |
| **Application Manager** | - ERP, WMS, TMS don’t sync properly- Any update breaks integrations- Too many point-to-point custom scripts | - Nightly batch jobs fail randomly- Data mismatch between sales orders and deliveries- Long support cycles | - High ticket volume- Inaccurate business data- Delays in month-end closing | - Central orchestration layer- Prebuilt ERP connectors- Version-controlled updates |
| **Integration Manager** | - No visibility across active integrations- Change requests take days- Troubleshooting issues across partner connections is slow | - Can't trace what happened with a specific file- No alerting on process failures- No rollback or sandbox | - SLA breaches due to slow detection- Internal delays with change deployments- Partner complaints | - Visual interface to manage flows- Audit logs, alerting, rollback- Sandbox for testing new integrations |
| **CISO** | - B2B communications lack modern encryption- Partner data exposed via legacy protocols (FTP, email)- Can't enforce granular access controls across integrations | - No logs on who accessed what- Hard-coded credentials in scripts- No auto-patching or vulnerability scans | - High breach risk- Failing security audits (ISO, NIS2, TISAX)- Lost trust with key partners | - Encrypted comms (SFTP, AS4, HTTPS)- Fine-grain access policies- Certified ISO 27001, GDPR, TISAX |
| **Supply Chain Manager** | - Can’t view in-transit inventory- Inbound and outbound planning are disconnected- Carrier or warehouse data arrives too late to react dynamically | - Excel sheets to track truck locations- Reactive crisis calls on disruptions- Too much buffer inventory | - Stockouts or overstocking- Delayed dock schedules- Reduced agility on rerouting | - Real-time partner data sharing (API/EDI)- Dynamic ETA calculation- Automated reroute triggers |
| **Customer Service** | - No real-time order visibility- Order status must be requested manually- Cannot proactively inform clients about delays | - 4–5 systems needed to check status- Angry customers waiting on hold- Agents don’t know what’s delayed | - High contact volume- Low CSAT- Increased churn from enterprise clients | - Unified view of shipment/order status- Automated alerts for CS teams- Real-time resolution tools |