| **Role** | **Key Challenges (2025)** | **Operational Symptoms** | **Strategic/Financial Impact** | **SEEBURGER Value (Tailored Benefit)** |
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| **CIO** | 1. Costly legacy EDI & ERP2. Slow tech modernization3. Cybersecurity pressure | - Internal teams maintaining brittle custom code- Delays integrating with new suppliers or platforms- Exposure during audits | - Oversized IT budgets- Delayed digital initiatives- Risk of data breaches | - Offloads integration to managed cloud- Hybrid EDI/API/SAP in one platform- ISO-certified security with full auditability |
| **Head of Supply Chain** | 1. Delayed onboarding of new suppliers2. Fragmented communication in JIT/JIS chains3. Limited supply visibility | - Excel/email still used for updates- Data gaps cause delivery errors- Strain with Tier 2/3 vendors | - Missed SLA penalties- Increased inventory buffers- Line stoppages | - Fast, self-service supplier onboarding- Live integration with shop floor/ERP- Harmonized data from EDI + API feeds |
| **Logistics Director / Manager** | 1. Siloed transport & customs data2. Manual coordination with carriers3. Legacy file exchange processes | - Shipments delayed due to wrong labels- Customs delays from missing docs- No unified dashboard | - Higher transport spend- Stockouts at key plants- Poor on-time delivery rates | - Real-time logistics integration- ENGDAT/OFTP2 compliance- Centralized control of transport flows |
| **Application Manager** | 1. Complex app-ERP integration2. Too many point-to-point connections3. Lack of internal resources | - Launching new systems takes months- Shadow IT growing- Rework required after upgrades | - Low adoption of tools- IT constantly putting out fires- Fragmented data | - Prebuilt connectors to SAP, SaaS, APIs- One platform for all integrations- Visual design, less code, faster rollouts |
| **EDI Manager** | 1. High maintenance mapping2. Manual partner testing3. Slow onboarding for smaller vendors | - Constant fire-fighting- Long mapping cycles for small changes- Mapping errors go unnoticed | - SLA breaches- Delays in document flow- Vendor frustration | - 20,000+ prebuilt mappings- AI-assisted mapping & validation- Self-service testing & onboarding portal |
| **Customer Service Manager** | 1. Order data not in sync2. Manual confirmations3. Limited visibility into shipment status | - Support tickets spike during disruptions- Time spent tracing orders- Rework from incorrect data | - Lower CSAT- Increased support cost- Damage to brand trust | - Real-time access to clean order data- Automated notifications- Reduced customer wait time |
| **CISO** | 1. Unsecured EDI/API channels2. Gaps in audit and compliance3. Complexity in global data governance | - Lack of encryption on legacy file transfers- No incident traceability- High audit prep workload | - Data exposure risk- Non-compliance fines (e.g. GDPR, e-invoicing)- Slow response to threats | - End-to-end encryption- Real-time monitoring, full trace logs- ISO 27001-certified platform |
| **Integration Manager** | 1. Point-to-point sprawl2. No centralized monitoring3. Constant troubleshooting across systems | - Recurring issues with partner flows- Late discovery of failures- No root-cause visibility | - Resource drain- Missed integration SLAs- Poor onboarding timelines | - Unified platform (EDI + API + SAP)- Real-time error detection- Auto alerts & flow diagnostics |
| **IT Manager / Director** | 1. Aging infrastructure2. Disconnected on-prem and cloud systems3. Short-staffed IT team | - Legacy apps break after updates- ERP-to-cloud sync issues- Support overload | - Long downtime- High employee churn in IT- Tech debt grows | - Cloud-managed BIS platform- Fewer moving parts to maintain- Scalability without team burnout |
| **ICT Manager** | 1. Varying tech maturity across locations2. No global standard for integrations3. Legal compliance fragmentation (e-invoicing, etc.) | - Inconsistent partner experience- Country-specific solutions pile up- Manual reconciliation across regions | - Costly multi-system oversight- Missed compliance deadlines- Cross-border inefficiencies | - Global-ready platform- Supports local directives (e.g. Peppol, SDI)- Centralized global integration governance |

| **Persona** | **Top 3 Challenges (Real 2025 Problems)** | **Visible Symptoms (Operational Friction)** | **Business Impact (KPIs Affected)** | **SEEBURGER Solution (Unique, Outcome-Driven Value)** |
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| **CIO** | - Legacy EDI is draining IT resources- ERP upgrades (S/4HANA) breaking integrations- Security/compliance risk exposure from fragmented systems | - IT tied up in maintenance, no bandwidth for innovation- Failures in partner data flow post-upgrade- Weak audit trails and rising audit flags | - Rising IT OPEX- Delayed digital projects- Audit penalties, reputational risk | - Fully managed cloud integration (BIS)- One platform for API/EDI/ERP- Enterprise-grade security + ISO compliance |
| **Head of Supply Chain** | - Onboarding new suppliers takes weeks- Poor integration with Tier 2/3 vendors- Data delays affect JIT/JIS processes | - Manual supplier updates via Excel/emails- Line stoppages due to incorrect ASN data- Inventory buffers needed to compensate | - Production downtime- Supplier churn- Missed on-time delivery (OTD) targets | - Rapid supplier onboarding portals- Real-time data flow to/from shop floor- Unified visibility of supply chain data |
| **Logistics Director / Manager** | - Labeling, tracking & customs workflows not automated- Disconnected systems across warehouses/partners- No real-time flow of logistics data | - Delivery errors from incorrect labeling- Delays at customs due to manual docs- Hours wasted matching shipment info | - On-time delivery failure- Extra shipping costs- Compliance issues with cross-border trade | - Integrated logistics workflows (VDA/OFTP2)- Automated shipping document flow- Real-time logistics status + centralized dashboard |
| **Application Manager** | - Burdened by complex ERP/app integrations- No reuse of interfaces; too many one-offs- Shadow IT rising due to slow IT rollout | - App rollouts delayed months- Redundant custom coding- End users adopting unsupported workarounds | - Slowed tech innovation- Fragmented systems- Mounting internal IT tickets | - Prebuilt ERP + app connectors (SAP, Salesforce, etc.)- Central hub for EDI/API/ERP integrations- Low-code mapping + visual orchestration tools |
| **EDI Manager** | - Mapping maintenance overload- Partner onboarding/testing is manual- Outdated mapping tools lack visibility | - Frequent mapping errors- Long onboarding cycles- Dependency on niche internal know-how | - SLA breaches- Integration downtime- Loss of supplier trust | - 20K+ ready-made partner mappings (VDA, ODETTE)- AI-based mapping assistant- Self-service testing & validation tools |
| **Customer Service Manager** | - Inaccurate data = missed orders, billing issues- Lack of real-time order status updates- No end-to-end visibility of supply chain | - Surge in support tickets- Manual order confirmations- Angry customers calling for updates | - Low CSAT/NPS- High cost-per-case- Order-to-cash delays | - Real-time EDI/API syncing with ERP- Automated order tracking alerts- Clean, consistent customer-facing data |
| **CISO** | - Data flowing through unsecured EDI channels- Global compliance is difficult to enforce- Audit logs and security monitoring are weak | - Gaps in audit trail during assessments- Difficulty proving compliance (GDPR, e-invoicing)- Data exposure during transfers | - Fines & violations- Reputational damage- Longer MTTR for incidents | - Fully encrypted, monitored B2B data flows- Audit-ready logs across systems- 24/7 platform-level security & governance |
| **Integration Manager** | - Siloed integration tools across IT/OT landscape- No central visibility for failures or alerts- Complex partner support burden | - Lost time diagnosing flow errors- Disconnected API/EDI processes- Reliance on spreadsheets to track issues | - High integration downtime- Wasted internal resources- Poor partner experience | - One pane-of-glass dashboard for all integrations- Live error detection, root cause alerts- Managed support model reduces load |
| **IT Manager / Director** | - Legacy system fragility- EDI/API integration breaks during upgrades- Limited staff to scale operations | - Frequent crashes during ERP patches- Long lead times for integration fixes- IT ops team stretched thin | - Rising support ticket volume- System instability- Delayed cross-team projects | - Hybrid cloud/on-prem flexibility- Offload integration ops to SEEBURGER- Rapid scaling without increasing headcount |
| **ICT Manager** | - Different plants use different integration tools- Local teams struggle with compliance (e.g., e-invoicing)- No unified data model | - Rework required across regions- Manual compliance tasks- Slow onboarding for new systems/partners | - Redundant tooling costs- Errors in country-specific filings- Slow time to value | - Global-standard integration templates- Built-in support for 50+ e-invoicing frameworks- One integration model across business units |