Based on the sources provided, here is a collection of information from each case study:

**ALFAGOMMA**

•

ALFAGOMMA is a globally leading manufacturer of hydraulic and industrial fluid handling systems, founded in 1956 in Monza, Italy1.

•

The company designs, manufactures, and distributes a complete range of hydraulic and industrial top quality products1.

•

ALFAGOMMA currently has over **77 active registered patents**1.

•

They have **22 production sites** all over the world1.

•

They employ over **3900 employees**1.

•

Their turnover is **440 million euro**1.

•

ALFAGOMMA is a single source integrated system supplier for many different industries, providing customized solutions to OEMs1.

•

In 2016, ALFAGOMMA acquired Argus UK and Argus Germany, creating a need for IT system consolidation2.

•

They also needed to replace their previous service provider for B2B/EDI data exchange2.

•

Key criteria for a new provider included experience in the manufacturing industry and a global presence to cater to local requirements2.

•

After a comprehensive vendor selection process, they chose SEEBURGER2.

•

In 2017, ALFAGOMMA migrated to SEEBURGER’s Cloud Service, with a successful go-live3. This allowed them to focus on core business and let SEEBURGER manage B2B/EDI relations with suppliers and customers3.

•

They improved and standardized the flow of EDI messages3.

•

After the first migration, they added the SEEBURGER Console in SAP for central business monitoring of all document types in the SAP system3.

•

After a successful six-month test phase, the SEEBURGER Console in SAP was fully implemented3.

•

The SEEBURGER Console in SAP helps line of business users monitor IDoc transmission to and from SAP running over the SEEBURGER B2B Cloud Service4. It enables users to quickly monitor, control, and correct errors or trigger waiting IDocs4.

•

With the SEEBURGER Console in SAP and B2B Cloud Service, ALFAGOMMA gained complete transparency of all B2B/EDI data and automatic monitoring of all messages5.

•

The solution provides flexibility, a user-friendly interface, and visibility and control over B2B/EDI flows5.

•

Benefits include faster processing, lower risk of business standstill, meeting deadlines, proficient error handling (increasing production uptime and avoiding penalties), and protecting supplier ranking with OEMs6.

•

The SEEBURGER Console improves relationships with trading partners due to closer involvement of respective lines of business5.

**ARTDECO Cosmetic Group**

•

ARTDECO cosmetic Group is a successful corporate group in Germany's medium-sized cosmetics industry, holding an absolute market leader position in the German specialty store sector7.

•

Their brands include ARTDECO, BeYu, Make-up Factory, ANNY, MISSLYN, American Nails, and Malu Wilz7.

•

Established over 30 years ago, the company distributes in **78 countries** through **8,000 cosmetics institutes, 7,800 perfume and cosmetics stores, 500 leading department stores, and 100 duty-free shops**7.

•

SEEBURGER has been supporting ARTDECO's digitization initiatives for years8.

•

ARTDECO switched to electronic ordering channels in the year **2000**, introducing EDI internationally with SEEBURGER's support8.

•

Digitized sales channels include prestigious retailers and drugstores, with numerous smaller perfume and cosmetics retailers connected8.

•

ARTDECO's field service uses mobile devices and software to transmit ad-hoc orders from B2B clients via SOAP webservices to SEEBURGER BIS, integrating orders as iDocs into a modernized SAP S/4HANA system8.

•

In **2014**, ARTDECO established its own online shops to expand business abroad and enable end-customers to shop 24/79. SEEBURGER integrated these online shops into the existing SAP environment9.

•

Launching a B2B and B2C online shop strengthens customer loyalty and expands international B2B business to **40 additional countries**9.

•

The SEEBURGER Business Integration Suite serves as the central data hub for integrating all digital sales channels (Omnichannel integration)10.

•

Orders from B2B and B2C customers via the ARTDECO Onlineshop are integrated into SAP S/4HANA via SEEBURGER BIS, controlled daily by Sales Reports10.

•

Delivery to end- and retail-customers is handled by fulfillment provider Amazon (FBA), integrated via BIS10....

•

The Magento store is linked by means of BIS API/EAI solution and AS2 Connect10.

•

Returns are updated in SAP via XML10.

•

The Malu Wilz brand is distributed exclusively through authorized stores, with integration into SAP implemented in real time via XML by way of a BIS API/EAI solution10.

•

Benefits of Omnichannel integration with BIS include digitized order processing worldwide with all major trading partners via the SEEBURGER BIS platform, central integration (e.g., customer and order data in SAP), efficient monitoring and tracking of goods flow, customized B2B customer pricing calculation, integration of Amazon FBA, electronic returns posting, commerce integration by mobile device for linking local partners, and connection of additional systems like a PIM cloud system11.

•

Overall benefits for ARTDECO include a central platform for all sales processes that is secure, reliable, robust, and efficient12. They can operate parallel sales channels, rapidly expand abroad via the B2B webshop, strengthen customer loyalty with the B2C store, and centrally control and monitor ordering and returns processes12. The solution provides flexibility for integrating new stores, partners, and markets, and enables rapid networking with channels, customers, and suppliers worldwide13.

**Arçelik**

•

Arçelik offers products and services globally with over **40,000 employees**, **12 brands**, sales and marketing offices in **48 countries**, and **28 production facilities** in **9 countries**14.

•

They have purchasing offices in **8 countries** and source materials from **2,000 direct sources** in **55 countries**15.

•

End customers have an omnichannel experience with numerous retailers worldwide15.

•

Arçelik is modernizing and consolidating its IT architecture to realize its vision of becoming a trusted lifestyle solutions provider to the digital household15.

•

A new global EDI strategy was essential for business renewal in Europe16. EDI processes are vital, covering orders, invoices, and logistics16.

•

They selected SEEBURGER's EDI Fully Managed Cloud Service based on analyst recommendations, strong presence in core markets, low-risk migration methods, and expertise in SAP integrations16.

•

Initiatives included migrating EDI to SEEBURGER Cloud, setting up international trading processes, migrating **10 wholesaler connections** from legacy providers, and on-boarding **15 new connections** for Beko Grundig and Elektrabregenz in a short time due to a vast mapping repository17.

•

SEEBURGER Consulting supported the consolidation of the Beko and Grundig SAP ERP instances with new data structures within **less than four months** without business interruption17.

•

The legacy EDI and SAP systems were operated in parallel for a short period before phased switch-off after the reliability of the SEEBURGER Cloud was proven14.

•

Benefits for Arçelik include smooth EDI migration, seamless merging of systems and mappings, an agile, scalable, and secure Cloud service, a stable base for future growth, maximum flexibility with a double conversion feature, managed service with global support, extensive EDI and SAP knowledge, and ensured WEEE compliance18.

•

The SEEBURGER Cloud service technology has a double conversion architecture to decouple ERP and EDI partner integration18.

•

The SEEBURGER Cloud integrates the Arçelik SAP R/3 system via IDoc with the consolidated Beko Grundig instance19.

•

It replaces legacy MS BizTalk System and Datagroup Cloud Services for all EDI processes19.

•

It integrates an Internal Document Archive Solution via FTP19.

•

It connects customers like Amazon, EDEKA, Media Saturn, Metro, and Otto for more than **15 processes** in any format, including WEEE product data transfer to retailers19....

•

It integrates global logistics for all shipping services, including returns of defective goods, creating orders in SAP, picking up, and delivering new products via web services21.

•

In the future, SEEBURGER Cloud will integrate numerous business processes of further brands in many countries21.

•

The new system went live on time, with customers and partners hardly noticing the changes20. Arçelik now has a powerful B2B/EDI platform and a near-perfect service experience20.

**BLANCO**

•

Blanc und Fischer IT Services GmbH is an internal IT service provider for companies within the BLANC & FISCHER Family Holding, including BLANCO, BLANCO Professional, E.G.O., ARPA, and DEFENDI22.

•

In **2017**, the BLANC & FISCHER Family Holding achieved sales of around **1,192 million EURO** with around **8,400 employees** in **22 countries** and **53 sales and production locations**22.

•

Blanc und Fischer IT Services GmbH previously managed two SEEBURGER BIS5 installations for three companies with approx. **1.5 million documents per year**, **70 mappings**, **200 BIC partners**, and **800 rules**23.

•

To connect additional partners more easily and handle increasing transaction volumes, all processes were unified and consolidated step-by-step with the SEEBURGER BIS6 StandardSolution23.

•

As part of modernization, BLANCO seamlessly connected the Heiler/Informatica PIM system to SAP via an API interface24.

•

The complex integration into the PIM system involves converting individual IDoc data records from different sources into several REST/JSON messages24.

•

PIM mappings transfer product status and corresponding URLs for http calls24.

•

The solution fits flexibly into the new infrastructure and scales dynamically24.

•

The SEEBURGER BIS Message Tracking provides transparency in real-time synchronization24.

•

The PIM integration with the SEEBURGER BIS API/EAI Solution results in increased effectiveness and savings, reduces data complexity and transmission effort, and improves data quality and time-to-market of new products23.

**BRITA**

•

BRITA has been among the leading experts in water optimization for almost **40 years**25.

•

They are a globally active group with **23 national and international subsidiaries and branches**25.

•

Production sites are located in Germany, Switzerland, Great Britain, and Italy25.

•

They have a total revenue of **€ 429 million** and **1,480 employees** worldwide25.

•

**82%** of their turnover is generated outside the German domestic market25.

•

BRITA products are available in more than **60 countries**25.

•

BRITA has been relying on SEEBURGER Cloud Services for external EDI/B2B communications since **2013** to lighten the workload for its IT team26.

•

As part of their SAP launch in Japan, the SEEBURGER Cloud Service successfully connected local logistics service provider SHIBUSAWA and the EDI service provider PLANET for various messaging scenarios, order, and delivery processes26.

•

SEEBURGER and their Japanese partner ENDEAVOR SBC centrally coordinated this project, providing Japanese expertise, language skills, and cultural specifics26....

•

This successful project opened the door for further business partner connections26.

•

With SEEBURGER's central coordination and interface function, cultural differences were compensated for, and project completion was realized effectively and promptly27.

**BSH Hausgeräte GmbH**

•

BSH Hausgeräte GmbH is the largest household appliance manufacturer in Europe28.

•

Since 2015, it has been exclusively owned by the Bosch group28.

•

BSH has around **56,000 employees** and **40 factories** in **13 countries** throughout Europe, USA, Latin America, and Asia28.

•

BSH operates a network in roughly **50 countries** with almost **80 companies** dealing with sales and service for brands like Bosch, Siemens, Neff, and Gaggenau28.

•

BSH works with many external development partners28. A small percentage have efficient EDI systems for engineering data interchange28.

•

The majority of development partners have been using a SEEBURGER solution for file download and upload triggered by BSH's Product Data Management (PDM) system28.

•

Ad hoc file transfer for large files was previously carried out by an IT service provider28.

•

BSH's objective was to consolidate the entire file transfer process with external partners into a single solution from one source, operated in-house, within the framework of a PDM/PLM consolidation28....

•

Factors considered included future security, modern interfaces, and up-to-date technologies29.

•

By the end of **2014**, **21 different PDM systems** were connected to an EDI server29.

•

In **2015**, these were switched to a centralized PLM system, TEAMCENTER NG, as part of a standardization process29.

•

BSH selected SEEBURGER's flexible BIS6 Server, extending it with the pre-configured MTF solution for connecting different file transfer endpoints and the BIS FileExchange solution for up and downloading via external partners29.

•

The heavily used ad hoc transfer scenario is also processed via these modules29.

•

This shows how BSH flexibly covers all development data interchange scenarios with components of the Business Integration Suite29.

•

With the new future-proof software, everything is provided from one source30. BSH has also made significant savings due to phasing out the old ad hoc transfer solution30.

**Barilla**

•

BARILLA is a historical Italian company with a strong international presence, having offices in Europe, the United States, Asia, and Oceania31.

•

Since **2006**, BARILLA has been a SEEBURGER customer through its Managed Services platform31.

•

The goal of their international B2B consolidation project was a centralized EDI/B2B platform for BARILLA's national entities, hosted at SEEBURGER's datacenter31.

•

Main benefits experienced include efficiency, central control, and the capacity to comply with ever-demanding B2B market requests31.

•

The project achieved B2B consolidation and centralization with Cloud Services32.

**Bauer Group**

•

Privatmolkerei Bauer is a creamery with a production site in Wasserburg am Inn for **125 years**33.

•

They produce **3.4 million cups of yoghurt** daily33.

•

They receive around **210 million kilograms of milk** from farmers per year33.

•

This milk is processed into **390 yoghurt products** and **70 types of cheese**33.

•

The Bauer Frischdienst supplies to more than **3,500 customers**33.

•

Most data handling relies on the SEEBURGER Business Integration Suite (BIS)33.

•

Around **20 years ago**, the creamery recognized the importance of automated ordering processes and current technologies34.

•

They decided early on to implement SEEBURGER BIS for electronic B2B business processing34.

•

Starting with an in-house solution, SAP was introduced in **2012**, and the platform was connected to BIS 6 for B2B integration34.

•

The MFT solution simplified complex processes34.

•

Due to the strong growth of Bauer Frischdienst, SAP was introduced for the fresh delivery service in **2016**, and BIS processes were adapted35.

•

Launch and connection of the B2B web shop in **2017** digitized all innovative channels, integrated them into SAP, and automated data stream processing35.

•

Bauer was motivated by automated order handling to digitize further, mostly internal processes36.

•

The BIS hybrid integration platform is responsible for internal and external corporate communications37.

•

Benefits include automated order processing of digital sales channels, acceleration of internal communications, immediate delivery of time-critical fresh products, proactive monitoring, high agility for future projects, and efficiency through automated processes37.

•

Detailed uses include electronic B2B/EDI order processing with suppliers and customers via EDIFACT ORDERS, DESADV, INVOIC, etc.38.

•

Sales to dealers and the Bauer Frischdienst use B2B/EDI integration, with product data transfer via individual PRICATs38.

•

B2B webshop integration is via FTP for product data, prices, images, and specifications extracted from SAP via IDoc, enriched by BAPI calls, or generated externally38.

•

Orders for digital input channels are converted in BIS and stored as IDocs integrated into SAP39.

•

Transfer of shipment orders is via IFTMIN standard interfaces to logistic providers and freight forwarders, who receive delivery notes from the warehouse management server as PDF files via X.400/FTP39.

•

SAP IDocs are transmitted to mobility software for route planning39.

•

The server for customs clearance receives ‘pro forma delivery notes’ as IDocs from SAP39.

•

Financial accounting in SAP is integrated and synchronized with other companies40.

•

Transfer of invoices from a bull insemination database to SAP financial accounting and forwarding of SEPA data40.

•

Bauer uses the sustainable SEEBURGER BIS6 solution for corporate communication41. They successfully implemented B2B E-Commerce requirements, integrated necessary internal applications, and accelerated complex logistics processes36.

**Cofigeo**

•

Cofigeo is a leading player in ready-made meals and products, using appertization (canning) for preservation42.

•

Cofigeo sends and receives more than **75,000 EDI and A2A messages** a month43.

•

A2A exchanges are used to exchange data between plants, warehouses, and headquarters43.

•

Cofigeo acquired a new brand and needed assistance migrating EDI and EAI applications to the cloud quickly before their Transition Service Agreement (TSA) ended44.

•

Their previous host was a SEEBURGER customer, leading Cofigeo to trust the SEEBURGER Cloud for business continuity44.

•

They chose SEEBURGER for quick responses, zero-risk migration solutions/services (including a high-SLA public cloud service), and SEEBURGER's status as a Silver SAP® Partner with expertise in SAP ERP integration42.

•

For B2B ship-from-store processes, Cofigeo uses the SEEBURGER BIS Platform’s B2B/EDI capabilities with EAI integration44.

•

The BIS platform sends and receives EDI messages between commercial partners and employees, and transmits internal data between different applications44.

•

SEEBURGER implemented the BIS Platform with B2B/EDI capabilities for EAI integration for Cofigeo in a record time of **two months**43.

•

The challenge involved few sites and more than **1,000 people**43. Cofigeo leverages digital assets including **1200 employees**, **2 warehouses**, **9 production sites**, and product exportation in **60 countries**45.

•

Cofigeo's next project with SEEBURGER is to develop a BIS Platform with B2B/EDI capabilities for EAI integration for many of its other brands45. These plans aim to reduce costs and optimize automation by migrating EDI processes and integrating smaller suppliers45.

•

The SEEBURGER BIS Platform integrates Cofigeo's ERP system (SAP NetWeaver 7.4) using IDocs45. BIS extracts IDocs and integrates them with other systems, returning relevant information for ordering, purchasing, and invoicing45.

•

The complex systems include multiple cloud systems and internal applications with different formats and protocols46.

•

The SEEBURGER BIS Platform ensures full automation of logistics processes for receiving/distributing orders and transferring information to other processing systems for quick and cost-effective warehouse deliveries46.

•

Benefits include zero-risk, secure migration planning, platform scalability for transmitting large volumes of EDI messages, and a SaaS model meaning no infrastructure or allocated resources to maintain46....

**HOERBIGER**

•

HOERBIGER Holding AG is a world-leading technology group specializing in compressor technology, automation technology, drive technology, and automotive comfort systems48.

•

The Group has over **130 production sites, service, and sales branches** and annual sales of more than **EUR 1 billion**49. They do business all over the world49.

•

In drive technology, HOERBIGER has long used EDI with major partners for swift, efficient, error-free information provision48.

•

Starting with the compressor technology division, manual order processing with many small and midrange suppliers worldwide was automated with the SEEBURGER WebEDI Portal48.

•

Suppliers report to the portal48. Order data is automatically taken over for billing in a turn-around process48. Suppliers can record surcharges, discounts, and additional expenses for the invoice48.

•

Invoices sent via the portal are relayed in a structured form to HOERBIGER's SAP system48.

•

Since going live at the beginning of **2012**, HOERBIGER has handled an annual procurement volume of more than **EUR 25 million** and **30,000 items** through the iOrder WebEDI portal50.

•

Expansion to further countries and processes is planned50.

•

They chose SEEBURGER as their integration specialist for a global CRM project implementing the Salesforce cloud solution49.

•

HOERBIGER has long relied on SEEBURGER for EDI, conducting all customer and supplier connections via B2B/EDI and WebEDI in the SEEBURGER Cloud49.

•

The deciding factor was SEEBURGER's comprehensive EAI, B2B/EDI, and MFT portfolio, including full Web service coverage required for Salesforce and other systems49.

•

The SEEBURGER Cloud platform's flexibility allows swift and efficient connection of any number of systems using technologies required for Salesforce (Salesforce SOAP and Bulk API) and SAP (SAP-tRFC with IDoc)49.

•

The complex integration scenario includes customer master data, offer and order processes from different SAP versions, Salesforce access to individual HOERBIGER systems, and provision of KPI reports from SAP BW51.

•

The project was implemented successfully on time and in budget, despite a short-notice realignment51.

**Henkel**

•

Henkel is a leading supplier in consumer and industrial business with brands like Dial, Persil, Schwarzkopf, and Loctite52.

•

It operates in three business sectors: Laundry & Home Care, Beauty Care, and Adhesive Technologies52.

•

With **50,000 employees**, Henkel is active worldwide and present in all major growth markets52.

•

To meet global digitization requirements, Henkel has been consolidating SAP® ERP systems and legacy EDI solutions for several years as part of the Horizon project53.

•

SEEBURGER established connectivity between Henkel’s global SAP system and more than **1,000 customers**, logistics warehouses, and service providers in various regions with SEEBURGER B2B/EDI Cloud Services53.

•

In Latin America, EDI environments showed dependency on providers and isolated solutions without support54. The complexity of B2B data exchange increased due to local formats and customer-specific developments54.

•

Henkel selected SEEBURGER as their strategic partner for B2B/EDI integration tasks in Latin America due to their efficient/high-quality solution, service-level agreement, and positive experience in former Horizon phases54.

•

With the transition to SEEBURGER B2B/EDI Cloud Services, Henkel overcame challenges and gained benefits52.

•

Benefits include a high degree of standardization using double conversion, simplifying interface logic in Henkel's SAP system55. Existing implementations from other regions are reused as templates55.

•

Well-established business processes with SEEBURGER and their global SAP support team enable seamless operation in Latin America55.

•

SEEBURGER made connecting local VAN providers easy, even with project implementation across different time zones, languages, and distributed teams55.

•

In the next Horizon phase, Henkel will integrate another major company acquisition in Latin America into global processes, with SEEBURGER responsible for implementing B2B/EDI connections56.

•

The region presents complexity due to country diversity, customer particularities, and government e-invoice rules, making the achievement significant57.

**Lavazza**

•

Lavazza Group, established in **1895** in Turin, is an Italian coffee company owned by the Lavazza family for four generations58.

•

It operates in more than **140 countries** through subsidiaries and distributors, with **70% of revenues** coming from outside Italy58.

•

Lavazza employs a total of over **4,000 people**58.

•

Since January 1st, **2019**, Italy has mandated electronic invoices (e-invoices) using the Sistema di Interscambio (SdI) system59. This mandate expanded from B2G (mandatory since **2015**) to B2B and B2C59. Italy was the first EU member state to introduce a clearance model by making the government IT platform mandatory59.

•

Domestic invoices are considered issued from a tax perspective only if sent in the compulsory XML format FatturaPA via the SdI system60. Non-compliance can result in penalties and recipients cannot deduct VAT60.

•

Lavazza needed to comply with the Italian mandate, avoid penalties, and manage a significantly high number of invoices in Italy60.

•

They sought an international solution provider capable of delivering a global e-invoicing solution that complies with Italian legislation (signatures, format translation, archiving, SdI communication), integrates seamlessly with SAP, handles high transaction volumes and peaks with high performance, and can be rolled out to other countries58.

•

SEEBURGER provided a complete global e-Invoicing solution fully integrated with Lavazza’s SAP system through certificated tRFC connections using standard IDoc files61.

•

SEEBURGER's solution converts invoice IDocs to the FatturaPA XML format using standard maps, signs invoices, and communicates automatically with SdI via web services, including processing and monitoring SdI status responses61.

•

Lavazza was able to send and receive domestic FatturaPA invoices via the SdI platform in time and budget, avoiding penalties62.

•

SEEBURGER provided swift service delivery, great technical performance, and innovative technology62.

•

The solution complies with Italian legal obligations and is an open and global solution supporting relevant international standards and future e-invoicing mandates62.

•

Benefits of SEEBURGER Global E-Invoicing Service include compliance with legal requirements (format, signature, SdI communication), transparency (monitoring e-invoices and status feedback in real-time), insurance for future mandates, avoidance of complexity (legal archiving at one central spot), seamless SAP integration, and global scalability63....

**OASE GmbH**

•

As of July 1st, **2018**, real-time VAT reporting to the tax authorities NAV became mandatory in Hungary65. This was a time-critical goal for OASE GmbH and its Hungarian subsidiary65.

•

A suitable e-invoicing solution was needed to avoid fines of up to the equivalent of around **€1,600 per invoice** for late notifications65.

•

OASE already had a modern SAP® ERP landscape and connection to SEEBURGER B2B/EDI Managed Services65.

•

SEEBURGER was chosen due to quickly available E-Invoicing Cloud Services and high competence in creating required XML files and real-time delivery of reporting data to NAV65.

•

The electronic connection of OASE to NAV was implemented on schedule in just **6 weeks** with minimal setup effort66.

•

Functionality, security, efficiency, and competence in SAP convinced OASE66.

•

After Hungary, B2B e-invoicing in Italy with the SEEBURGER Cloud is on the agenda66.

**PANZANI**

•

The PANZANI Group is a major player in the French food market67.

•

Brands include PANZANI, Ferrero, Zakia, Le Renard, and PANZANI Solutions67.

•

Innovation is at the heart of their strategy67.

•

From **2021**, PANZANI experienced a carve-out, needing to find a new partner for processing EDI and EAI exchanges and setting up processes to maintain its leading position68.

•

They needed a solution for complete and optimized automation of processes with customers and logistics providers68.

•

The challenge was finding an experienced and reliable integration partner with proven methodologies and best practices to deploy a new solution within a constrained deadline of less than **six months**68.

•

PANZANI relied on SEEBURGER's technical and organizational capabilities to migrate data flows69.

•

They chose the SEEBURGER Business Integration Suite (BIS) Platform with B2B/EDI and EAI/A2A capabilities delivered from the SEEBURGER Cloud for easy integration via SFTP69.

•

This solution minimized risks, increased the strategic value of their IT ecosystem, allowed deployment of new connections, and integration of any other application70.

•

PANZANI chose SEEBURGER again, having previously used the BIS Platform, valuing the quality of support and adaptation to the migration context70.

•

SEEBURGER successfully got the system running with B2B/EDI and EAI/A2A integration capabilities for PANZANI in **four months**67.

•

The challenge involved integrating multiple customers, suppliers, and partners while ensuring business continuity with multiple systems and high message volume67.

•

This included **5 connected systems**, B2B/EDI Partners: **30 customers, 2 suppliers, 4 logistic providers**, and **160,000 messages per month**71.

•

The project completion strengthened the partnership71. PANZANI benefits from SEEBURGER's expertise and standardized processes, allowing them to focus on core business and plan new projects based on SEEBURGER Cloud services71....

•

Future plans include densification of integrations with new partners, development of new interfaces and data transactions, and integration with new software applications72.

•

Advantages include enhanced security, outsourced management of the BIS Platform, no internal specific development required, optimization of resources/methodology, and 24/7 support including monitoring72....

•

SEEBURGER Cloud groups and operates data integrations between PANZANI and external partners (suppliers, logistics providers, customers) and various internal applications73.

**PUMA**

•

PUMA is one of the world’s leading sports brands, designing, developing, selling, and marketing footwear, apparel, and accessories74.

•

For over **70 years**, PUMA has created products for athletes74.

•

The company offers performance and sports-inspired lifestyle products74.

•

The PUMA Group owns the brands PUMA, Cobra Golf, and stichd75.

•

The company distributes products in more than **120 countries** and employs approximately **14,000 people** worldwide75.

•

PUMA seasonal collections are distributed via wholesalers and international e-commerce platforms based on customer-specific catalogues with different types of data76.

•

Data ranges from master data for local offline stores to multilingual attributes for global online shops and e-commerce content like textile/washing specifications according to EU regulations76.

•

Heterogeneous ERP and EDI systems previously impeded fast sales processes and made onboarding new customers slow77.

•

The main challenge was preparing and transmitting catalogue data tailored to each online sales partner and the field sales team77.

•

Due to low process speed, difficult staffing, and complicated data transfers, PUMA decided to use the SEEBURGER Cloud to automate inefficient quote generation and sales activities77.

•

This included more efficient handling of operative B2B sales processes in combination with SAP S/4HANA as EDI full service and individual catalogue transmission to strategic customers78.

•

Secure handling of effort-intensive processes reduces workload on key areas78. Gradual integration and real-time access to SAP S/4HANA increases speed78.

•

The worldwide consolidation of global EDI systems in the SEEBURGER Cloud, with SAP S/4HANA migration and data warehouse integration, ensures more efficiency in the entire quotation and sales process79.

•

Automation handles standardized B2B/EDI business processes with customers and optimizes transmission of individual product data to retailers79.

•

SEEBURGER Cloud Integration Services ensure integration and connection of all customers, partners, and systems involved in the sales process, providing flexibility and reducing workload79.

•

Business processes are individually adapted by SEEBURGER consultants to meet performance levels79.

•

Benefits include security and reduction of IT workload through outsourcing, transparency and cost reduction through consolidation, high flexibility through adaptable full-managed-service operation, automation of quotation and sales processes, and holistic digital processes with all trading partners80.

•

PUMA uses SEEBURGER Cloud Integration Services for integrating SAP S/4HANA and EEMEA SAP system via existing middleware (SAP Process Orchestration)80....

•

They also integrate other ERP systems like WareCat and legacy systems81....

•

EDI connection of customers includes PRICAT, ORDERS, INVOIC, DESADV, etc. processes in EU and EEMEA regions82.

•

Comprehensive integration of catalogue data includes creation (import from multiple sources like ERP and data warehouse), processing (generating individual catalogues via customer-specific mappings), and delivery (dispatch to key accounts, sales team, or content service provider Salsify)82....

•

As part of digital sales, SEEBURGER Cloud Integration Services facilitate fast and secure processes with partners and field sales team83.

**Philips Electronics Nederland**

•

Royal Philips of the Netherlands is a diversified technology company focused on healthcare, consumer lifestyle, and lighting84.

•

Philips has a wide portfolio of business partners84.

•

To ensure EDI data exchange, Philips selected SEEBURGER Business Integration Suite (BIS) back in **2010**84.

•

SEEBURGER BIS enables the connection between Philips and B2B partners using standard processes and data exchange methods84.

•

Philips' architecture is based on SAP PI for intra-company integration84.

•

For partner-specific mappings and mappings to internal format, SEEBURGER BIS acts as the central (One-EDI) B2B/EDI Integration Gateway for EDI communication (e.g., E-Invoicing), partner Onboarding services, and specific connectivity requirements84....

•

Philips One-EDI Gateway supports various message standards such as EDIFACT and ANSI X.12, encryption methods, and connectivity standards85.

•

Using standard processes enables easier setup, implementation, and maintenance of new and existing B2B connections85.

•

Today, Philips One-EDI Gateway serves over **140 trading partners** connected via SFTP, AS2, or X.400 and around **70 internal connections** for exchanging data like master data and financial data85.

•

They handle around **250,000 transactions per month**85.

•

Initially, SEEBURGER BIS was the B2B solution for external communication84. Now, it has grown and is also used internally as an MFT-like platform for large file exchange84.

**Ravensburger**

•

With the SEEBURGER E-Invoicing Solution for SII in Spain, Ravensburger reports sales tax information electronically to the Spanish tax office (almost) immediately after the transaction86.

•

The transfer uses a firmly defined XML format86.

•

The solution covers innovations of version **1.1** from July 1st, **2018**, including the updated AEAT XML format with additional fields and content and the new web services version for communication with the SII system86.

•

The introduction and use of the solution for SII in Spain succeeded "playfully"87.

•

Adaptations for the new version 1.1 of the SII system were accounted for within a short period87.

**Ritter Sport**

•

Ritter Sport is a family-run firm known for tradition and focus on the future/innovations since **1912**88.

•

For optimizing their B2B and EAI system landscape, they required industry experience, professional expertise, and the ability to deliver high volumes of enterprise-critical data transmission in logistics88.

•

They needed to connect their logistics service provider KVN via AS2 transparently and securely88.

•

The company chose the SEEBURGER Business Integration Suite, which combines Managed Services (around **100 partner and messaging services** in outsourcing operations) and Managed File Transfer (MFT)88.

•

The focus was on guaranteed and transaction-secure transmission of logistics data, including extended monitoring and end-to-end response88.

•

The MFT solution controls and monitors the entire process89. In case of faulty or incomplete transmission, it generates automatic actions and notifications for immediate response89.

•

Both projects (B2B and EAI optimization) were completed smoothly and in a short time89.

•

Connecting the SEEBURGER BIS solution to the SAP R/3 system and external partners resulted in a stable and transparent connection for business partners89.

•

SEEBURGER's experience and expertise played a major role89.

•

Providing both solutions by a single provider is seen as a major advantage89.

**Roca**

•

Roca is a Spanish-owned company that has achieved extraordinary international expansion, becoming one of the world’s biggest bathroom fixtures firms90.

•

For deploying its overall B2B strategy, Roca chose the certified SEEBURGER adapters for SAP PI90.

•

These adapters provide required functionality for easy implementation of corporate B2B collaboration requirements with customers and suppliers, based on tight integration with SAP PI90.

**STABILO**

•

STABILO, an international manufacturer of writing instruments, must comply with a wide range of country-specific mandates and compliance regulations for electronic invoice data exchange91. These are complex, change frequently, and are resource-intensive91.

•

Before migrating to SAP S/4HANA, STABILO used a solution from another provider for legal e-invoicing requirements in Italy, Hungary, and Spain91.

•

They reviewed their global e-invoicing strategy and decided to decommission the previous solution for a central, global service covering existing and future e-invoicing needs, including the Polish KSeF91.

•

STABILO has relied on SEEBURGER for business integration solutions for electronic data transfer for almost **30 years**92.

•

They expanded their partnership to include cloud services for global e-invoicing in EDI, impressed by SEEBURGER's expertise, project experience (including involvement in key international e-invoicing committees), and long-standing cooperation92.

•

STABILO uses the SEEBURGER BIS Platform for connecting to retailers (B2B technologies including EDI), integrating web shop systems, connecting to third-party marketplaces, exchanging data with customs authorities, and global e-invoicing and reporting93.

•

A key advantage of SEEBURGER Global E-Invoicing Services is the ability to cover mandates in all their core markets94. SEEBURGER supports e-invoicing compliance in more than **35 countries**94.

•

Consolidating e-invoicing needs through SEEBURGER benefits STABILO with cost-effective international compliance now and in the future, simplifying their migration to SAP S/4HANA, and providing agility for future needs like VAT in the Digital Age (ViDA) and mandates in countries like France and Germany94....

•

With SEEBURGER, STABILO is planning and implementing the KSeF in Poland and is positioned for the EU's ViDA initiative95.

•

Like all SEEBURGER Cloud Integration Services, the e-invoicing services are powered by the SEEBURGER BIS platform, allowing STABILO to easily adopt further integration capabilities (B2B data exchange, MFT, API management) and deploy services flexibly (on-premises, cloud, hybrid)96....

•

Benefits include in-depth specialist know-how and technical integration expertise, lower workload through bundled information and partnership, very wide range of countries covered, automated/secure data exchange with national platforms, global scalability, and future-proof solution96....

**STAEDTLER**

•

The SII System (Immediate Information Sharing System) has been in force in Spain since July 1st, **2017**99. The Spanish tax authority (AEAT) requires immediate transmission of information on advance VAT returns (UVA)99.

•

The system was updated July 1st, **2018**99....

•

With the SEEBURGER E-Invoicing solution for SII, STAEDTLER now reports sales tax information electronically to the Spanish tax office almost immediately after the underlying transaction99.

•

The reporting is in a firmly defined XML format99.

•

The solution covers the innovations from July 1st, **2018**, including the updated AEAT XML format with additional fields/content and the new web services version for communication with the SII system100.

•

STAEDTLER is very satisfied with the introduction and implementation of the E-Invoicing on-premises solution100.

**Samsonite Europe**

•

Samsonite International is the world’s best-known and largest lifestyle bag and travel luggage company101.

•

Founded in **1910** in the U.S., Samsonite products are sold in more than **100 countries**101. Brands include Tumi, American Tourister, Speck, Hartmann, High Sierra, Lipault, etc.101.

•

Samsonite Europe has production plants in Belgium and Hungary102.

•

They communicate with large retail customers via B2B/EDI, using SEEBURGER Business Integration Suite (BIS) for years102.

•

Their existing solution was outdated, lacking recent security protocols and new connection protocols, and resources with relevant knowledge were difficult to find102.

•

Samsonite decided to upgrade its B2B/EDI solution to avoid business risk102.

•

Requirements included support from within the EU region, 24/7 support, Managed Services and Cloud deployment, ability to use in-house resources for configuration, access to knowledgeable consultants, lower project/run costs, ease of migration, and ability to stay up-to-date on technology101.

•

Samsonite Europe chose the SEEBURGER BIS platform, delivered as iPaaS in the SEEBURGER Cloud103.

•

With SEEBURGER’s iPaaS solution, they gained B2B/EDI support from within the EU region103.

•

They can handle business process flows, integration tasks, and mappings themselves, while SEEBURGER handles the secure operation of the platform in the cloud103.

•

Samsonite U.S. is also utilizing the platform similarly103.

•

Key features of the iPaaS solution include an easy migration path, an agile, secure, and scalable solution, ability to use/maintain own mappings, option for cloud deployment with on-premise backup, access to latest integration technology/software updates, and SEEBURGER development resources for workload fluctuations104....

•

Managed services include shared development and global support105.

•

After just **two months**, Samsonite Europe completed training, imported mappings, configured/tested connections, and put the latest BIS version into production105.

•

They can now communicate effectively using updated protocols/security, have the latest technology, receive immediate software updates, and have less workload due to outsourced platform operation105.

•

The next step is E-Invoicing to ensure compliance with increasing global regulations106. With the agile SEEBURGER iPaaS solution, they can easily deploy SEEBURGER’s e-invoicing solution when ready106.

**Schleich GmbH**

•

Schleich sells its detailed animal figures in more than **70 countries** and maintains numerous locations worldwide107.

•

To renew international business processes and increase global competitiveness, Schleich is fundamentally modernizing its IT landscape107. Increased use of standards, cloud providers, and consolidation of EDI/legacy systems aim for cost savings, better customer relationships, and connectivity107.

•

Schleich chose SEEBURGER as its global managed EDI services provider for data and process integration with all external partners, connected to the central Azure cloud platform and SAP108.

•

Migration to the SEEBURGER Cloud led to high cost-efficiency and benefits like availability and stabilization of the electronic trading landscape, simplified systems/processes in sales/operations, and worldwide scalability108....

•

The SEEBURGER Cloud supports any integration capability needed for future international growth with scalability, flexibility, high-failure, and data security109.

•

The extensive, ready-to-go SEEBURGER repository of standardized partner mappings completed their project in record time, saving valuable project time110. SEEBURGER Cloud consultants' know-how helped handle special mapping needs110.

•

Within **one year**, Schleich achieved project goals, managing EDI consolidation, Supplier Portal connection, API integration, and e-invoicing FatturaPA implementation111.

•

Project steps involved kick-off (team assembly, requirements collection, proof-of-concept definition), project (consultant-staff collaboration, connections setup/evaluation), proof-of-concept (three partner connections in DE, FR, US, including a high-volume, complex, and traditional connection like email-to-EDI), and rollout wave (continuing implementations as follow-up projects in agile waves)111....

•

Transformation into the SEEBURGER Cloud simplifies the IT landscape, replacing Microsoft BizTalk and former/regional EDI providers113....

•

Benefits of replacing legacy landscape with SEEBURGER Fully Managed Services include comprehensive integration of SAP landscape (including S/4HANA readiness), integration of international customers (including Japanese customers with Zengin Protocol), EDI connection of suppliers directly or via SEEBURGER Supplier Portal, API integration of new e-commerce fulfillment provider ShipHero in USA and other logistics providers, and Global SEEBURGER E-Invoicing Cloud Services for several EU countries115....

•

Further benefits include fast implementation of new interfaces due to available mappings, well-documented standards, reduction/clarification of EDI requirements backlog, secure business processes via redundancy/24/7 support, high service level globally, and ad hoc self-services for small mapping changes via MaptableManager App116....

•

SEEBURGER is a strategic, long-term international partner for B2B communication, supporting international growth from the USA to Japan117.

•

Specific integrations include email-to-EDI for supplier invoices (automatic invoice creation in SAP from CSV files) and Amazon Business as a supplier (automatic purchase order transmission)118.

**Thetford**

•

Thetford is the world market leader in mobile sanitary systems, refrigerators, cooking equipment, and toilet additives119.

•

Thetford BV is part of the Recreational Vehicle Group of the Dyson-Kissner-Moran Corporation119.

•

Thetford selected the SEEBURGER Business Integration Suite (BIS) after one of their largest customers required full EDI integration on order, invoice, and shipment processes119.

•

In the past, Thetford used ad hoc solutions for small EDI requests and had a few large suppliers sending ASN and Invoice via EDI119.

•

The new customer request made establishing a “Central B2B Hub” a business-driven project120.

•

SEEBURGER was selected due to the proven BIS solution and experience in the German Automotive industry120.

•

The flexibility between an On-Premise BIS solution and the possibility to easily move to SEEBURGER Cloud Services provides architectural flexibility120.

•

As B2B onboarding progressed, Thetford implemented a Salesforce integration for claims handling120.

•

SEEBURGER BIS was selected to handle web service requests and integrate local applications via available APIs for this Salesforce integration120.

•

With the central SEEBURGER B2B integration solution, Thetford has a standard approach for all integration scenarios, providing more control and flexibility on B2B/EDI and EAI integrations121.

**URSA**

•

URSA is a company manufacturing and commercializing thermal and acoustic insulating materials, headquartered in Madrid, Spain122.

•

URSA runs SEEBURGER Business Integration Server platform on a central infrastructure for managing all European URSA B2B company processes and integrating with SAP, its corporate ERP system122.

•

URSA has been a SEEBURGER customer since **2004**122.

•

They manage B2B/EDI processes with more than **60 trading partners** using heterogeneous communication protocols122.

•

URSA needed to consolidate different solutions for B2B/EDI processes and implement integration between plants123.

•

They added digital signature capabilities for exchanging invoices customized to different countries' legal requirements123....

•

URSA also uses SEEBURGER for monitoring daily B2B/EDI processes123.

•

Main benefits include a centralized solution with all plants integrated, simplified trading partner management, and the possibility to use different communication protocols123.

•

The next step for URSA is to upgrade to the latest version of BIS6 to further develop B2B/EDI integration123.

•

SEEBURGER BIS has been a perfect partner for supporting and monitoring daily processes124. Integrating all businesses and trading partners has allowed URSA to be more efficient and proactively act on issues124.

**Vaillant Group Belgium**

•

Vaillant Group is a global market and technology leader in heating, ventilation, and air-conditioning125.

•

They have **10 production sites** in **6 European countries** and China with around **15,000 employees**126.

•

The Vaillant Group sells products in more than **60 countries** worldwide126.

•

Vaillant Group Belgium needed to modernize and automate its order process, which was manual, time-consuming, and error-prone125.

•

They decided EDI was the best way forward to handle the entire order process, including order placement, order response, advanced shipping notification, and invoicing125....

•

Key criteria for an EDI platform provider included local and international expertise, and global presence127.

•

They chose SEEBURGER Business Integration Suite (BIS) for its stability, experience, international presence, and deep understanding of EDI and B2B127.

•

Vaillant Group Belgium is using SEEBURGER Cloud Integration services for B2B and EDI with full managed services for customer onboarding and mapping128....

•

The target is to have **70%** of orders processed with EDI128.... While not there yet, volume is growing, and new customers are onboarded quarterly128....

•

Benefits include an automated, efficient, and accurate order process with almost zero incidents130.... They receive professional support from the local SEEBURGER team130.... Customer relationships and satisfaction have improved130.... Volume and values of orders are increasing as more partners connect132....

•

SEEBURGER took a more comprehensive role in leading the implementation, improving communication and dialogue132.... SEEBURGER experts act as advisors to improve processes and business132....

•

Vaillant Group Belgium plans to implement SAP S/4HANA134.... Given SEEBURGER’s experience, they will partner to guide the migration and understand future integration requirements134....

**Wucato**

•

Wucato is a centralized procurement platform optimizing digital and analog purchasing processes for businesses136.

•

It automates business processes, reduces costs, and creates transparency, significantly reducing the burden on purchasing136.

•

Wucato relies on the digital networking of market participants136.

•

The product range consists of over **14 million articles** from a large number of suppliers136.

•

Wucato acts as a dealer for indirect suppliers (consolidated invoice) and an intermediary for direct suppliers (customers buy directly)137.

•

Customer-specific prices are accessed via real-time interfaces and are identical to field sales prices137.

•

Using EDI links, companies exchange orders, invoices, delivery notes, and other documents in standardized formats137. Electronic data can be directly processed into the recipient’s system137.

•

Wucato needed to connect new suppliers quickly138. The previous onboarding required setting up EDI order fulfillment (four message formats) with each supplier138. There was no possibility of connecting small or non-EDI-capable suppliers138.

•

SEEBURGER, a long-standing IT partner of the Würth Group, supports Wucato in digitalization138.

•

The Community Management App (CMA), part of the SEEBURGER Cloud, was established for automated supplier onboarding138. This enables suppliers to run independently through Self-Service connection139.

•

Suppliers can prove test messages automatically according to stored validation rules (compliance check)139. This significantly reduces Wucato’s manual effort, accelerates EDI onboarding, and increases the onboarding rate139.

•

The SEEBURGER Supplier portal was also set up as a WebEDI solution for smaller, non-EDI-capable suppliers139. They can process orders, get an overview of placed orders/processing status, and enter/send follow-up processes (order confirmation, dispatch notification, invoicing) via the portal139.

•

SEEBURGER makes a significant contribution to Wucato’s success with its cloud services, enabling the connection of new suppliers at a rapid pace with almost no manual effort for automated order fulfillment140.

•

This runs smoothly with suppliers via WebEDI140. For a Start-up, SEEBURGER provides a partner meeting requirements at manageable costs140.

**Würth Group**

•

The Würth Group is the global market leader in developing, manufacturing, and selling assembly and fastening materials141.

•

The Group consists of over **400 companies** in more than **80 countries**141.

•

Around **4 million customers** use its product range of around **125,000 products**141.

•

Customers increasingly use electronic procurement channels141.

•

Würth IT operates the SEEBURGER BIS platform in its own data centre for flexibility142.

•

What began **15 years ago** with local B2B customers expanded to connect international partners, new digital sales channels, and complex integration scenarios142.

•

The SEEBURGER BIS platform supports sales & distribution by integrating worldwide B2B customers/partners (long-term connected to SAP S/4HANA), cloud purchasing platforms for key accounts (real-time product/inventory info), and vending machines at customer production facilities143.

•

Würth uses BIS for many purposes/use cases, from EDI to API, master data to transaction data144.

•

BIS is used for automated connections through various channels, technologies, and services (EDI, API, MFT, IoT)144. BIS is provisioned as a fully-managed service and as an infrastructure144.

•

Scenarios supported include integrating SAP ERP and related applications during roll out/migration to SAP S/4HANA (including transferring master data to SAP Hybris, Retail), B2B/EDI integration of international customers (standardized processes like catalogue data, orders, confirmations, delivery notes, invoices), WebEDI connections to suppliers via SEEBURGER Supplier Portal for smaller, non-EDI-capable suppliers, EAI integration of internal applications/databases, MFT for automated data sending (catalogue data), IoT integration of vending machines (just-in-time supply, automated replenishment), API integration of cloud-based B2B procurement platforms (SAP Ariba), and customer-specific data provision through Würth-APIs (prices, availability)145....

•

The BIS landscape at Würth IT includes BIS 6 comprising **34 logical systems** (7 for global locations in Germany, USA, China, India), approx. **7 million messages per month** (more than **71.8 million messages per year**), over **4900 mappings**, over **75 Mapping Designer licenses**147....

•

They use the BIS Community Management App (CMA) for B2B partner onboarding, self-services, and compliance checks148....

•

The BIS landscape runs **three parallel instances** in an active-active-active cluster148.

•

Advantages include strategic expansion of digital business processes/electronic sales channels, scalable services (on-premises, full service, SaaS), and secure, flexible, reliable implementation of current/future integration requirements150.

•

B2B/EDI and WebEDI integration automates, standardizes, and manages group-wide sales to more than **10,000 business partners** worldwide151. It's provided as a fully managed service administered by Würth IT teams at locations in China, India, USA, and provisioned to other Group companies as SaaS151.

•

API integration and provision integrates online procurement platforms of key accounts in real time (e.g., SAP Ariba, Coupa, Meplato)149. Würth provisions an API for price queries, allowing customers to integrate **125,000 products** and their pricing into their systems149. APIs enable direct/immediate data exchange in self-service152.

•

MFT is used to dynamically compile, retrieve, and send individualized product catalogues tailored to the customer in any format, securely and GDPR-compliant152.

•

IoT integration connects smart vending machines (ORSYmats, ORSYregals) to BIS for automated reordering and stock replenishment, saving time and increasing productivity153....

•

With BIS, Würth has a forward-looking, up-to-date, secure, and compliant technology solution with greater synergies and lower operating costs152.

**Zumtobel Group**

•

The Zumtobel Group is an international lighting company offering a comprehensive range of LED lights and lighting management systems155....

•

Brands include Thorn, Tridonic, and Zumtobel157.

•

Founded in Austria, they are committed to international customer relations155.

•

The group is listed on the Vienna Stock Exchange (ATX Prime)157.

•

They currently employ around **5,800 people** and are represented in around **90 countries**157.

•

To support their corporate digital strategy, they chose SEEBURGER as their digitalization partner158.

•

An internal B2B/EDI system migrated to the SEEBURGER Cloud158.

•

Working with SEEBURGER, they expanded digitalized sales activities (standardized connectors to onboard global customers like authorities/distributors), streamlined/automated ordering/logistics processes with suppliers/logistics providers, and digitalized invoicing (B2B e-invoicing for Austria, B2G e-invoicing for Nordics via Peppol)156....

•

The migration project involved consolidating numerous partner connections and introducing new data formats156.

•

The SEEBURGER Cloud was introduced in a **six-month** initial project157. This involved migrating logistics providers, suppliers, and key customers from an existing EDI system157. SAP S/4HANA and international e-invoicing solutions were also introduced and integrated157.

•

The SEEBURGER Cloud connects SAP R/3 and future SAP S/4HANA, handles B2B e-invoicing for Austria and B2G e-invoicing for Nordics via Peppol, and standardizes B2B integration of customers, suppliers, and logistics providers159.

•

A methodical approach allowed successful migration with a small, efficient team, at low risk, and within a tight timeframe159. They have already started implementing further connections159.

•

Benefits include confidence in the migration process (following a tried-and-tested framework), standardized/harmonized processes, efficient/paperless digitalized processes, offloading operative tasks to a full service cloud solution (employees focus on core business), achieving goals of customer orientation, simplifying, and reducing costs, and a future-proof cloud solution ready for future initiatives like real time160.

•

SEEBURGER Cloud ties in seamlessly with their corporate strategy and core values, helping achieve performance increase with focus on digitalization, cloud, and sustainability161.

•

EDI communication was moved to SEEBURGER Managed Services in partner-based work packages for a smooth transition162. A team worked together to set up and test connections before go-live162.

•

Professional project management supported the transition, using the SEEBURGER project management system accessible from all locations163. This allowed international team members to stay up-to-date, coordinate tasks, and track deadlines/costs163.

•

Project documentation on the system made communication transparent163. Documentation/attachments were easy to export for archiving163.

•

They accelerated numerous workflows, saved time/money, and delivered a high-quality system on time164.

•

Success factors include goal-oriented cooperation, clear priorities/responsibilities (fast decision-making), continuous communication (weekly/ad-hoc meetings), named deputies, regular meetings for follow-on projects, a shared project management program as a single source of truth, and tracking processes at partner level using SEEBURGER Message Tracking164....

•

The migration project was in budget and within **6 months**166.

•

The SEEBURGER project management tool served as a common basis for planning (standardized approach), migrating/implementing existing connections, and onboarding new partners166.... All communication, setup, testing, and go live were documented166.

•

Individual work packages were prioritized, assigned, and edited, providing transparency on progress at connection and category levels167. The sequence was planned and agilely adapted167.

**ams OSRAM**

•

ams OSRAM is a global leader in optical solutions168.

•

Around **24,000 employees** worldwide focus on innovation across sensing, illumination, and visualization technology168.

•

They serve the automotive, consumer, industrial, and medical markets169.

•

The company has over **15,000 patents** granted and applied170.

•

Headquartered in Premstaetten/Graz (Austria) with a co-headquarter in Munich (Germany)171.

•

The group achieved over **EUR 5 billion combined revenues** in **2021**171.

•

Real-time and automation are key competitive factors for efficient manufacturing and digital marketing169. IT provides suitable tools, technologies, and services169.

•

ams OSRAM uses the flexible, demand-driven SEEBURGER Business Integration Suite (BIS) to implement company-specific processes172.

•

BIS integrates and connects relevant partners, applications, and systems, offering information readily available through real-time integration (e.g., product data, order statuses via API), high data quality (preventing redundancy), and standardization in source systems via configurable interfaces170....

•

As a digital integration platform, BIS handles numerous scenarios (API, EAI, EDI, MFT)171. Its modular design allows any constellation171. BIS handles format translation, communication technology, or security method without customizing source/destination systems171.

•

BIS at ams OSRAM connects all SAP and various non-SAP systems for internal/external use cases173. Examples include status synchronization between MES and SAP systems (EAI/MFT), data exchange between SAP and Oracle Database/Application Express microservices, provisioning data from Active Directory (LDAP), and time-driven retrieval of market data via REST API for distribution to multiple SAP systems via RFC call173.

•

SEEBURGER Cloud Integration Services connect business partners via the E-Invoicing-Portal Cloud Service and suppliers via the Supplier Portal Cloud Service (WebEDI)174.

•

API integration connects various cloud-based business services (e.g., automatic synchronization of internal systems and cloud-based applications like SAP SuccessFactors in real-time) and achieves API readiness for source systems without API capabilities174.

•

Benefits include solution for incompatibilities (combining data formats/technologies), generic usage of technologies, central integration library (reusing use cases as templates), high availability (Active-Active prevents maintenance windows), separation of critical data (logical systems), and adoption to IT landscape175.

•

Real-time integration and automation support business processes176. The BIS platform bridges technical difficulties and focuses on the business side176.

•

Specific real-time uses include providing product information (API call), integrating web shops (transfers master data, exchanges order info), integrating MES systems (exchanges order/status info with SAP/non-SAP), fetching tracking information (extends deliveries with status from external APIs), and providing quality data (retrieves/receives quality data, instant distribution)176....

•

Automation is a performance booster, requiring short processing times (milliseconds) for user experience in web applications177.

•

Automation methods include full automation (bundling work steps), cross-technology combinations, event-driven processing, scheduled processing, and generic extensions (automatic transfer to archive/data lake, forwarding error messages)178.

•

Integration contributes significantly to IT landscape performance, guaranteeing highly integrated systems without data duplication179. Integration must be flexible, fast, and user-friendly179.

•

B2B connections with partners reduce workload/processing times using EDI (EDIFACT/ANSI.X12 via AS2, OFTP, VAN) and API (XML/JSON via REST/SOAP)179....

•

They connect with Microsoft Azure public cloud for analytics via Power BI (data lake ingestion from sources/technologies, transmission via HDFS adapter)180.

•

The BIS Suite supports 24/7 operation, including during maintenance180. Specialized BIS apps enable users to help themselves for standard cases180.

•

Apps are available to various groups based on a flexible permissions concept: Business Users (Message Tracking, Community Management for manual transfer/permissions, Alerting), Power User/Citizen Integrator (API Manager, API Monitor, Community Management for guided instructions), IT Users/Integration Specialist (API Catalog, Mapping Designer, Move-to-Production, Masterdata Navigator), and IT Administrators (Landscape Manager, Process Monitor, Developer Studio)181....

•

Integration of all applications, partners, systems, and services into the existing IT landscape is handled quickly and easily with the standardized, flexible SEEBURGER BIS platform183. Combining existing and new scenarios (on-premises or cloud) becomes routine183.

Top of Form

Here is a summary of the case studies provided in the sources, highlighting the numbers, percentages, and key outcomes for each company (retail):

**84.51° (retail)**

•

84.51° (retail) is a wholly owned subsidiary of The Kroger Co. (retail)1.

•

The Kroger Co. (retail) is the third largest retailer in the world according to Kantar, 20211.

•

Established in **2015**1.

•

Helps drive sales growth and customer loyalty for Kroger (retail) and more than **1,400 consumer packaged goods (CPGs) companies**1.

•

Leverages insights from nearly **1 out of 2 households** in the U.S.2.

•

Exchanges thousands of data files each day with their business partners3.

•

Uses SEEBURGER BIS Managed File Transfer (MFT)1....

•

Consolidates and manages all private keys on one server, eliminating scripts and manual tasks5.

•

**Business Benefits:**

◦

Secure, real-time visibility into high-volume, large encrypted file transfers6.

◦

Increased control and governance over business tasks6.

◦

Data protection and high availability6.

◦

Easy-to-use, self-service message tracking portal6.

◦

Quick, easy, secure transfers of critical files6.

◦

Increased sales and shopper loyalty for their retail customers6.

•

Plans to utilize the SEEBURGER platform further to streamline, simplify, and harmonize data movement processes4. BIS MFT will integrate directly into their MS Azure and Hadoop data environments4. Also plans to automate other data objects through BIS APIs, enabling end-to-end setup without manual effort4.

•

Ram Karanam, Lead Engineer at 84.51° (retail), states that they can do everything in one place on the SEEBURGER BIS platform, which supports all their needs, and MFT makes things easy for IT and saves time4.

**ARTDECO cosmetic Group (retail)**

•

One of the most successful corporate groups in Germany's medium-sized business enterprises active in the cosmetics industry7.

•

Absolute market leader in the German specialty store sector7.

•

Established over **30 years ago**7.

•

Distributes in **78 countries**7 through **8,000 cosmetics institutes**, **7,800 perfume and cosmetics stores**, **500 leading department stores**, and **100 duty-free shops**7.

•

Switched to electronic ordering channels in the year **2000**, introducing EDI internationally with SEEBURGER's support8.

•

Established its own online shops (B2B and B2C) in **2014**9.

•

Expanding its international B2B business to **40 additional countries**9.

•

Uses SEEBURGER Business Integration Suite (BIS) as a proven business partner8....

•

SEEBURGER BIS serves as the central data hub for integrating all digital sales channels (Omnichannel integration)10.

•

Field service transmits ad-hoc orders via SOAP webservices to SEEBURGER BIS, integrating orders as iDocs into SAP S/4HANA8.

•

Orders from B2B and B2C customers via the ARTDECO Onlineshop integrated into SAP S/4HANA10. Delivered by fulfillment provider Amazon (FBA)10.

•

Magento store linked by means of BIS API/EAI solution and AS2 Connect10. Returns updated in SAP via XML10.

•

Malu Wilz brand integrated into SAP in real time via XML by way of a BIS API/EAI solution10.

•

Gottwald Meister, IT/EDV Manager at ARTDECO cosmetic GmbH (retail), notes that SEEBURGER BIS supports their customized sales strategies securely, efficiently, and reliably with tailored technologies for EDI as well as API/EAI integration12.

•

**Benefits of Omnichannel integration with BIS:**

◦

Digitized order processing worldwide with all major trading partners13.

◦

Central integration, e.g., customer and order data in SAP13.

◦

Efficient monitoring and tracking of the flow of goods13.

◦

Customized B2B customer pricing calculation13.

◦

Integration of Amazon FBA13.

◦

Electronic returns posting13.

◦

Commerce integration by mobile device13.

◦

Connection of additional systems such as a PIM cloud system13.

•

**Additional Benefits for ARTDECO (retail):**

◦

A central platform for all sales processes; secure, reliable, robust, and efficient11.

◦

Target group-geared operation of parallel sales channels11.

◦

Rapid expansion abroad thanks to simple business processing through B2B webshop11.

◦

B2C store creates online shopping experience and strengthens customer loyalty11.

◦

Central control and monitoring of all ordering and returns processes11.

◦

Fast implementation of additional customized branding strategies11.

◦

Flexibility for integrating new stores, partners, and markets14.

◦

Rapid networking with channels, customers, and suppliers worldwide14.

◦

Future use and benefit for cementing supplier connections14.

**Cofigeo (retail)**

•

A leading player in the field of ready-made meals and products15.

•

Processes thousands of B2B, EDI, and A2A messages a month16.

•

Acquired a new brand and needed assistance with quickly migrating EDI and EAI applications to the cloud before their TSA ended16.

•

Relied on the SEEBURGER Cloud based on the previous host being a loyal SEEBURGER customer16.

•

Uses the SEEBURGER BIS Platform’s B2B/EDI capabilities with EAI integration for B2B ship-from-store processes16.

•

Sends and receives more than **75,000 EDI and A2A messages a month**17.

•

A2A exchanges are used to exchange data between plants, warehouses, and headquarters17.

•

SEEBURGER successfully implemented the BIS Platform in record time (**two months**)17.

•

The challenge involved a few sites and more than **1,000 people**17.

•

Leverages digital assets including **1200 employees**, **2 warehouses**, **9 production sites**, and Exportation of products in **60 countries**18.

•

Cofigeo's (retail) next project with SEEBURGER is to develop a BIS Platform for many of its other brands to reduce costs and optimize automation18. This includes migrating EDI processes and integrating the company's smallest suppliers18.

•

Integrates Cofigeo's (retail) ERP system (SAP NetWeaver 7.4) using IDocs18.

•

Ensures full automation of logistics processes for receiving and distributing orders and transferring information19.

•

Philippe Cordoba, Head of Information Systems at Cofigeo (retail), states it has been a pleasure working with a proactive team of integration experts who anticipated future business needs while facilitating their fast migration to the SEEBURGER Cloud17.

•

Chose SEEBURGER for their integration experts' quick response and zero-risk migration solutions15, and SEEBURGER being a Silver SAP® Partner15.

•

**Benefits:**

◦

Zero-risk, secure migration planning20.

◦

Platform scalability for transmitting large volumes of EDI messages20.

◦

SaaS model means no infrastructure or allocated resources to maintain20.

**Lyreco subsidiary (retail)**

•

The Lyreco group (retail) is the European leader and the **third largest distributor** of workplace products and services in the world21.

•

Lyreco (retail) acquired operations of a company in Central and Nordic Europe in **2021**, enabling nearly **1,600 employees** to join the team22.

•

The acquired company had been managing digital B2B processes using SEEBURGER BIS for **15 years**23.

•

Introduced another integration solution in **2015** to support A2A processes23.

•

Started a rationalization project in **2020** to consolidate into one platform23.

•

Researched and tested four solutions, and a third-party company scored all four products on **130 different capabilities**23.

•

Chose SEEBURGER and migrated three key business processes from two separate platforms into one self-service platform in the SEEBURGER Cloud23:

◦

A2A business processes, for integration of ERPs (SAP, Infor, etc.)24.

◦

B2B business processes, used with over **250 vendors and trading partners**24.

◦

SEEBURGER’s E-Invoicing Solution24.

•

The first phase of the most recent project was completed successfully in **August 2021**25. Phase two, migrating the company's older BIS platform, will be completed in the first half of **2022**26.

•

They will progress to an iPaaS model26.

•

**Benefits achieved by partnering with SEEBURGER:**

◦

**50% cost savings** by eliminating their third-party support vendor and migrating from two platforms into one27.

◦

Faster onboarding of new customers and B2B partners with self-service and template-based capabilities27.

◦

Faster, easier integration and connectivity with thousands of available mappings and dozens of SEEBURGER Connectors27.

◦

More control over business tasks that no longer require support tickets27.

◦

Increased digital knowledge across IT and business teams28.

◦

Sustainable change towards reducing their carbon footprint28.

•

The company is linking applications, systems, data, and business partners in a process-oriented manner with flexibility and agility25. They are not limited by communication protocols, data format, or volumes when integrating new partners and applications25.

•

A statement from the company indicates that BIS has been the heart of their digital business for years, and since migrating to the SEEBURGER Cloud, they are seeing even more benefits including cost savings, efficiencies, and self-services26....

**OASE GmbH (retail)**

•

Real-time VAT reporting to the Hungarian tax authorities (NAV) became mandatory as of **1st of July 2018**30. This was a time-critical goal for OASE GmbH (retail) and its Hungarian subsidiary30.

•

A suitable e-invoicing solution helps avoid fines of up to the equivalent of around **€1,600 per invoice** for late notifications30.

•

OASE (retail) already had a modern SAP® ERP landscape and connection to SEEBURGER B2B/EDI Managed Services30.

•

SEEBURGER was chosen because of the quickly available E-Invoicing Cloud Services and high competence in creating required XML files and real-time delivery to NAV30.

•

The electronic connection of OASE (retail) to NAV was implemented on schedule in just **6 a few weeks** with minimal setup effort31.

•

Mr. Vossen, Head of IT at OASE GmbH (retail), states that the functionality, security, and efficiency of the global SEEBURGER E-Invoicing Solutions in the Cloud and competence in SAP convinced them31.

•

After Hungary, B2B e-invoicing in Italy with the SEEBURGER Cloud is on the agenda31.

**Pneuhage Group (retail)**

•

A leading tire service company operating in both the wholesale and retail sectors32.

•

The tire industry has two main peak seasons: March to April and October to November32. Requires swift and secure processing32.

•

Pursuing a consistent omnichannel strategy, operating own online shops and connected with various marketplaces and online portals32.

•

Updated its environment from BIS5 to BIS6 after many years of positive experience with BIS532.

•

The BIS6 maps all business-relevant processes on a central platform32. Handles classic EDI communication with suppliers and data interchange with online sales channels32.

•

The new architecture of the BIS6 provides an integrated solution that can handle a much higher data throughput, especially in the peak season33.

•

The BIS6 provides an opportunity to run both EDI and EAI and MFT on a central platform34.

•

Offers Web-based monitoring for specialized departments (BIS Message Tracking)33.

•

Provides proactive messaging in the event of an error (alerting)33.

•

Includes numerous security mechanisms: PGP data encryption, Key Store Manager for certificate management, and additional options like encrypted messaging protocols (SFTP, FTPS, HTTP(S)), BIS Secure Proxy33.

•

A wide range of configuration options are provided by the EAI solution, and a new debugger is available33.

**Safilo (retail)**

•

One of the eyewear industry’s key players in design, manufacturing, and distribution35.

•

Global presence with own production facilities, showrooms, offices, and design studios35. Has direct subsidiaries in **40 countries** and a network of more than **50 qualified partners** in **70 countries**35.

•

Used in-house and traditional methods for data exchange management up until **2011**36.

•

Chose SEEBURGER BIS with cloud integration services as part of strategic digitalization objectives, based on a recommendation from a large trading partner36.

•

Implemented BIS because of its cloud services and automation capabilities, saving time and resources36.

•

Connected the SEEBURGER Cloud Integration Service to its ERP system37.

•

Faced two new digital challenges in **2015**: Migrating their legacy ERP to SAP and complying with electronic invoicing mandates in Italy37.

•

Chose SEEBURGER as the preferred partner for these projects based on seven years of successful work and the breadth of BIS capabilities37.

•

Compliant with the new Italian regulations for electronic invoicing (B2B and B2G via SDI) since **2019** using SEEBURGER Global E-Invoicing Services38.

•

The solution is fully integrated with SAP, highly scalable, extendable to other countries, and compliant with international requirements38.

•

Supports transaction-based e-reporting of VAT in near real-time to the Online Számla system in Hungary, as required by Safilo's (retail) Hungarian subsidiary38.

•

Extended the e-invoicing project to Spain in **2021** by adapting electronic tax reporting to the SII system39.

•

Relies on SEEBURGER's (retail) global E-Invoicing Service for Italy, Hungary, and Spain39.

•

Benefits from a continuous flow of data moving between **six SEEBURGER data centers** on **three continents** (Europe, North America, and Asia)40.

•

Exchanges approximately **100,000 point of sale messages per month** with **15 trading partners**, including Amazon, Zalando, Fielmann, and Rotter & Krauss40.

•

Increased the efficiency of its processes and its ability to optimize business relationships40. Achieved maximum performance with minimum effort40.

•

Federica Fontolan, ICT Application Demand Management at Safilo Group (retail), states that SEEBURGER is a guaranteed win, the BIS platform is a big plus, and the Global E-Invoicing Service is the best choice for complying with regulations and avoiding penalties41.

**Würth Group (retail)**

•

Global market leader in developing, manufacturing, and selling assembly and fastening materials42.

•

Consists of over **400 companies** in more than **80 countries**42.

•

Around **4 million customers** draw on a product range of around **125,000 products**42....

•

Würth IT operates the SEEBURGER BIS platform in its own data center in Germany44.

•

Began **15 years ago** with the integration of local B2B customers44. Expanded to connect international business partners, new digital sales channels, and complex integration scenarios44.

•

The SEEBURGER BIS platform supports sales & distribution activities45. Integrates B2B customers and partners worldwide (long term all connected to SAP S/4HANA), Cloud purchasing platforms for key accounts, and Vending machines45.

•

Uses the versatile BIS platform for automated connections to business partners through various channels, technologies, and services46. Uses its EDI, API, MFT, and IoT capabilities46.

•

The BIS landscape comprises **34 logical systems**47, with **7 for global IT locations** in Germany, USA, China, and India47.

•

Handles Approx. **7 million messages per month**, meaning more than **71.8 million messages per year**47.

•

Has over **4900 mappings**47 and over **75 Mapping Designer licences**47.

•

Uses the BIS Community Management App (CMA) for B2B partner onboarding, self services, and compliance checks43....

•

The Würth (retail) BIS landscape runs three parallel instances in an active-active-active cluster47.

•

**Scenarios supported:**

◦

Integration of SAP ERP and related applications during migration to SAP S/4HANA48.

◦

B2B/EDI integration of international customers for standardized business processes48.

◦

WebEDI connections to suppliers through the SEEBURGER Supplier Portal48.

◦

EAI integration of internal applications and databases49.

◦

Managed File Transfer (MFT) for automated sending of data49....

◦

IoT integration of vending machines for just-in-time supply and automated stock replenishment49....

◦

API integration of cloud-based B2B procurement platforms (SAP Ariba, Coupa, Meplato etc.)43....

◦

Customer-specific data provision through Würth-APIs (prices, availability) in real time43.... Customers can integrate **125,000 products** into their systems43. APIs enable direct and immediate data exchange in self-service50.

•

Automates, standardizes, and manages group-wide sales to more than **10,000 business partners** worldwide53.

•

Provided as a fully managed service administered by Würth IT teams at locations in China, India, and the USA, and provisioned to other Würth Group (retail) companies as software-as-a-service (SaaS)53.

•

Markus Worsch, E-Business Manager54 and Team Lead E-Business46, states that SEEBURGER electronic invoicing solutions for Spain (SII) and Hungary (NAV) master compliance requirements and technical complexity, ensure secure data transfer, and provide a reliable basis for using further solutions54. He also notes that thanks to BIS capabilities, they can face any integration requirements with confidence46.

•

Martin Ciupke, Departmental Manager Data Integration at Würth IT GmbH (retail), states that BIS is a forward-looking, permanently up-to-date, secure, and compliant technology solution, offering greater synergies in IT operations and lower operating costs50.

•

**Advantages for Würth (retail):**

◦

Strategic expansion of digital business processes and electronic sales channels55.

◦

Scalable services for global IT operations (on-premises, full service, SaaS)55.

◦

Secure, flexible, and reliable implementation of current and future integration requirements and scenarios55.

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