



PANZANI Migrates to the SEEBURGER Cloud for Its EDI & EAI Data Integrations and Exchanges



The challenge

From 2021, the PANZANI company experienced a carve-out context, during which PANZANI had to find a new partner for the processing of its EDI and EAI exchanges, and set up all the processes required in order to maintain its leading position in the pasta market; in France in particular. The targeted solution had to enable the complete and optimized automation of all its processes with its customers, as well as with its logistics providers.

In this transition period, PANZANI was faced with a major challenge and with a certain urgency: finding an experienced and reliable integration partner, offering proven methodologies and providing best practices in order to deploy a new integration solution, and within a constrained deadline of less than six months.

A high-performance and streamlined data integration solution

Continuity of its activities during this carve-out was a top priority for PANZANI. With a collaboration already underway with SEEBURGER, PANZANI was able to rely on the known technical and organizational capabilities to migrate its data flows in the best conditions.

PANZANI needed the best solution to manage its data exchanges with its many B2B and logistics partners during this separation period. PANZANI chose the SEEBURGER Business Integration Suite (BIS) Platform with B2B/EDI and EAI/A2A capabilities delivered from the SEEBURGER Cloud to ensure easy integration of additional applications via SFTP.

This solution allowed PANZANI to minimize its risks and increase the strategic value of its IT ecosystem, to deploy new connections with its partners, and integrate any other application at any time. PANZANI once again turned to SEEBURGER, having already experimented with the BIS Platform, as much for the quality of support provided by its teams, and its adaptation to this particular migration context.

About the PANZANI Group

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

The Group brings together leading brands such as PANZANI, Ferrero, Zakia, Le Renard and PANZANI Solutions.

Today, innovation is at the heart of the PANZANI Group's strategy.

www.panzani.com



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Highlights

SEEBURGER successfully met the challenge of getting the system up and running with its B2B/EDI and EAI/A2A integration capabilities for PANZANI in four months. The challenge was to integrate multiple customers, suppliers and partners while ensuring business continuity with multiple systems and high message volume:

- 5 connected systems
- B2B/EDI Partners: 30 customers, 2 suppliers, 4 logistic providers
- 160,000 messages per month

What's next for the partnership between PANZANI and SEEBURGER?

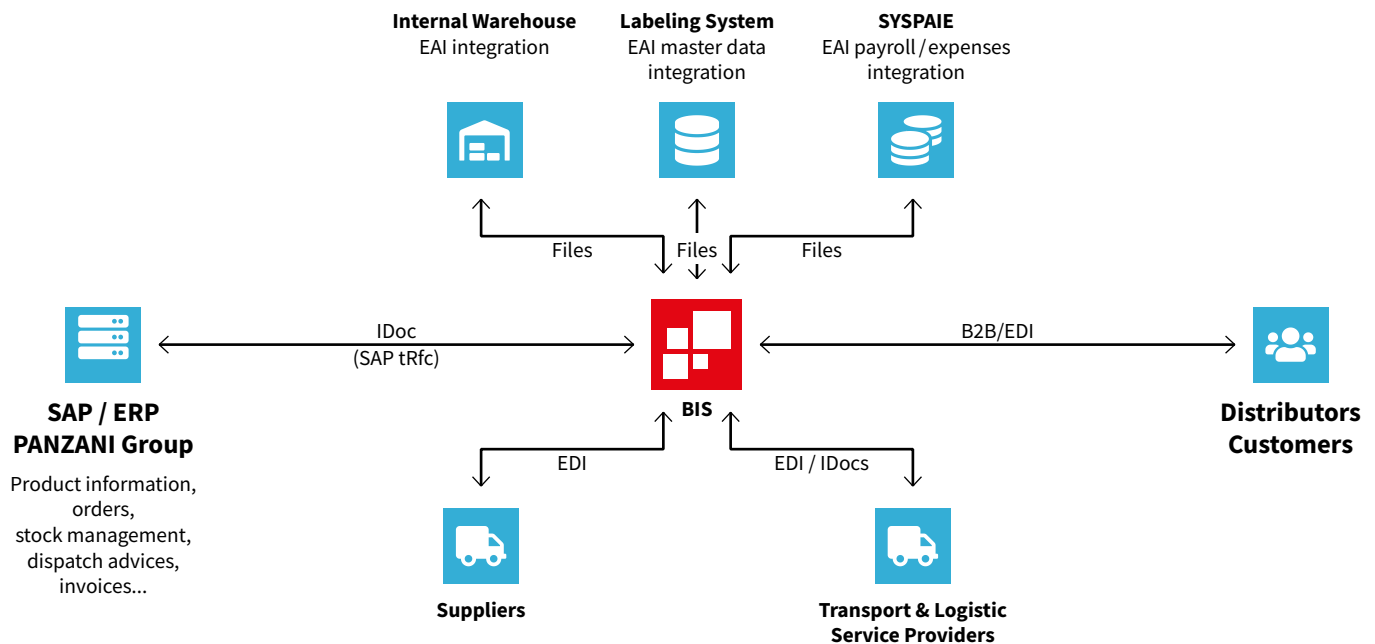
The completion of this specific migration project, within the expected time frame and under the expected good conditions, contributed to strengthening the partnership between PANZANI and SEEBURGER. PANZANI benefits from SEEBURGER's expertise and its standardized processes. Being able to focus on its core business, PANZANI can project itself into new projects based on the data integration services available from its SEEBURGER Cloud:

- Densification of integrations with new customer and logistics partners.
- Development of new interfaces and types of data transactions.
- Integration of data with new software applications.

The advantages

PANZANI benefits from SEEBURGER's experience and standardized processes. SEEBURGER's Cloud Integration Services allow PANZANI to focus on its core business while SEEBURGER manages the IT infrastructure.

- + Enhanced security
- + Outsourced management of the BIS Platform
- + No internal specific development required
- + Optimization of required resources and project methodology
- + 24/7 support provided by SEEBURGER, monitoring included



The SEEBURGER Cloud via its B2B/EDI and EAI/A2A capabilities, groups and operates data integrations between PANZANI and its external partners (suppliers, logistics providers and customers), and various internal application systems.



“Outsourcing data integration expertise and management to SEEBURGER is an advantage for us. We have a strong and transparent relationship between us, which allows us to resolve demanding and sometimes complex situations.”

Lionel Marcoz, IT Project Manager, PANZANI Group