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## SEEBURGER BIS Platform

# Digital Platform for a Strong SAP and Flexible Cloud Strategy for the Health Industry

Supplying the population with medical devices is undoubtedly a system-critical task. It plays a decisive role in improving the quality of life or saving patients' lives.

The distribution of HARTMANN products for infection management, wound care and incontinence management is essential but complex. It is increasingly taking place online via retailers and pharmaceutical wholesalers as well as clinics, pharmacies and medical supply stores, each with their own country-specific billing modalities for statutory and private health insurance companies.

### Powerful e-commerce in the healthcare sector

HARTMANN relies on a strong SAP landscape, numerous cloud applications and centralized data management via the SEEBURGER BIS Platform to meet the increasing sales requirements in the healthcare sector. This forms the basis for:

- **Various distribution models for all brands**  
including the company's own B2B and B2C online stores, international marketplaces and portals, as well as numerous retail partners
- **Supply of healthcare markets in all countries**  
via all players with their respective legal requirements and billing-specific processes, also as service providers
- **Warehouse management and logistics outsourcing**  
by integrated service providers for warehousing, fulfillment and shipping, including tracking, delivery notification and, if necessary, reverse processing

The BIS Platform also supports a number of other strategic goals, in particular an increased rate of innovation and the development of digital business models.

### About HARTMANN

The HARTMANN GROUP is one of Europe's leading providers of system solutions for the medical and health-care sector along with support services. Every day, medical professionals and patients rely on HARTMANN product brands in the core segments of incontinence management (e.g. MoliCare®), wound management (e.g. Zetuvit®) and infection prevention (e.g. Sterillium®). This is what the HARTMANN GROUP brings to the market with its brand promise "Helps. Cares. Protects."

In 2022, HARTMANN generated a turnover of EUR 2.3 billion. Founded in 1818, the company is represented with its products and solutions in more than 130 countries.

[www.hartmann.info](http://www.hartmann.info)

## Central platform for the integration of all players in the healthcare market

For more than 20 years, HARTMANN has been connecting its numerous business partners in the healthcare sector via EDI messages using established message formats and standards. These are based on the requirements of the Fifth Social Security Code within various use cases.

At HARTMANN, a team of 10 people is responsible for the ongoing development of the BIS Platform in the following scenarios:

- Comprehensive integration of the HARTMANN GROUP's SAP/ERP systems with all associated processes against the backdrop of the planned migration to a consolidated SAP S/4HANA system
- Direct connection to retailers in numerous countries and pharmaceutical wholesalers via various providers
- EDI connectivity for medical service providers such as pharmacies, clinics and medical supply stores with downstream prescription billing to health insurances in accordance with regulatory requirements
- EDI integration with health insurance companies or billing centers for self-billing of prescriptions in accordance with regulatory requirements

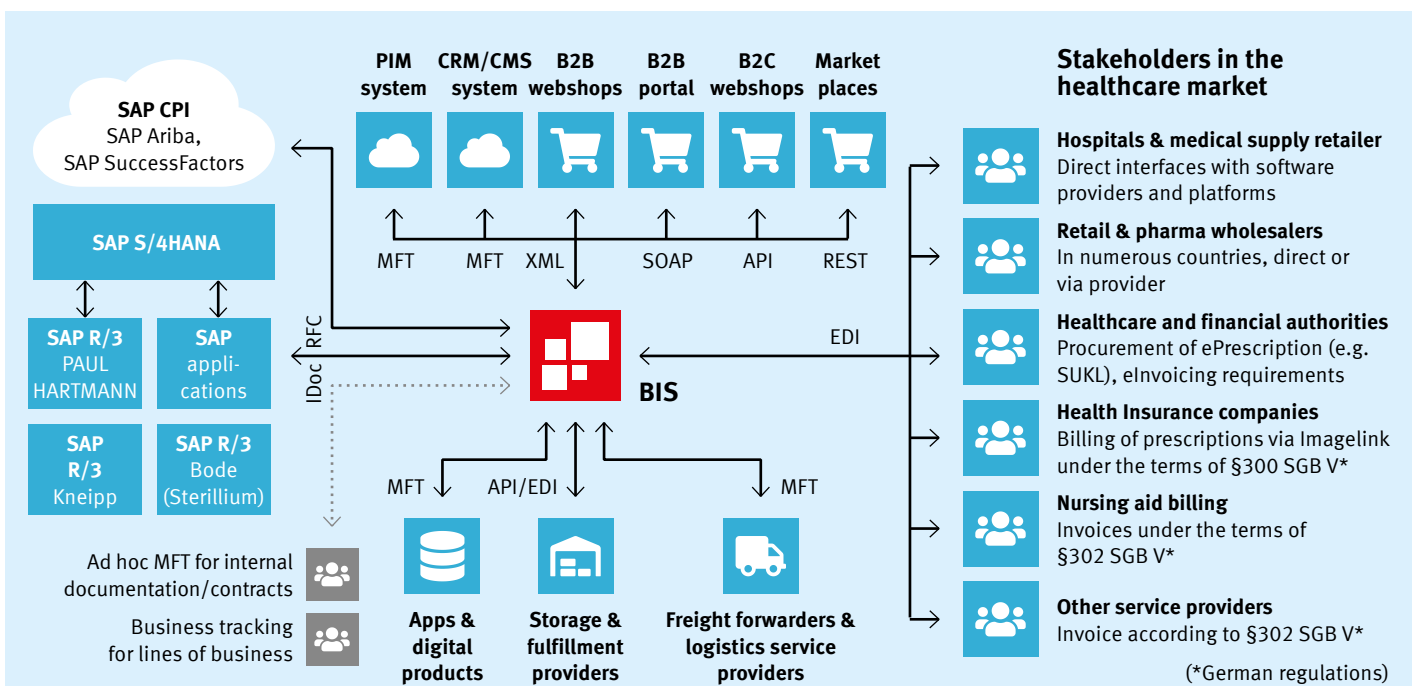
### BIS Platform at HARTMANN

- Integration of approximately 1,100 business processes across 350 partners and 40 connected systems
- Over 80,000 messages per day, including 10,000 messages per hour
- With active/active cluster, secured via secure proxy
- Connectivity with
  - Retail & pharma wholesalers
  - Hospitals & medical supply retailers
  - Health insurance companies
  - Health & financial authorities
- Invoicing in the field of nursing aids and other service providers according to the SGB (German Social Code)

“The SEEBURGER BIS Platform enables us to respond quickly and reliably to national and international requirements in the healthcare markets.

Our long-standing partnership is based on a high level of technical stability and trusting cooperation.”

Achim Tilger, Senior Manager Digital Integration & EDI, HARTMANN GROUP



## API management as a basis for successful online sales

HARTMANN also uses the SEEBURGER BIS Platform to expand its outpatient business, which is increasingly conducted online, and for the digital sales channels of the Kneipp and Sterillium brands.

Profitable digitalization in distribution is based on:

- API integration of the B2C shop *HARTMANN Direct* on the basis of SAP Hybris, taking into account the additional, billing-specific ordering processes in the healthcare sector (“ePrescription”)
- Restful API integration of a pharmacy network in Spain with the possibility of online shopping cart inventory checking in all Spanish pharmacies
- API integration of PIM/CRM/CMS system with up-to-date customer and product data for synchronization with participating e-commerce channels
- API connection of the *Health Plus* application platform for digital products
- Central integration including tracking of logistics service providers via API and classic EDI enables simplified returns handling via SEEBURGER Business Tracking

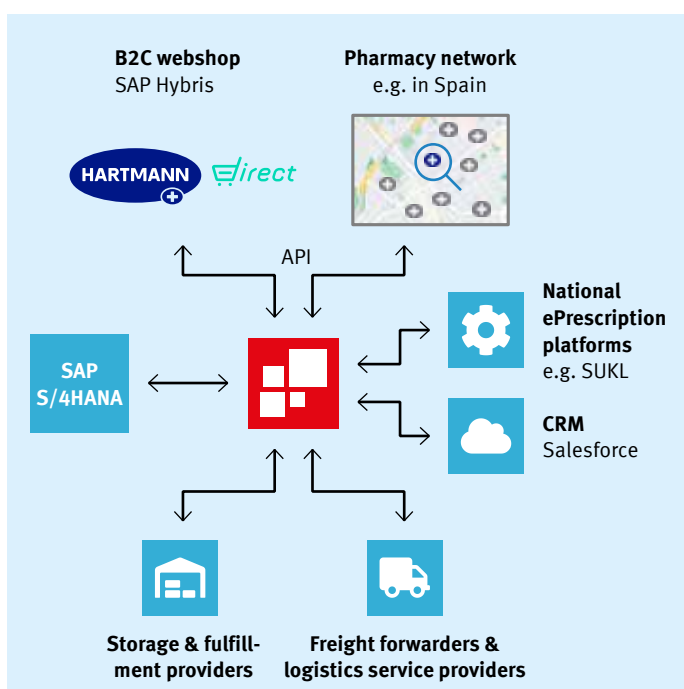
### Benefits of the BIS Platform

- Meet all regulatory requirements related to healthcare B2B data transfers
- Flexibility to choose innovative cloud systems and integrate with future SAP S/4HANA
- Gradual modernization of infrastructure by adding API integration to the technology platform
- Automation throughout the entire supply chain
- Real-time capability, e.g. for online pharmacy network stock queries
- Central monitoring of the interface landscape

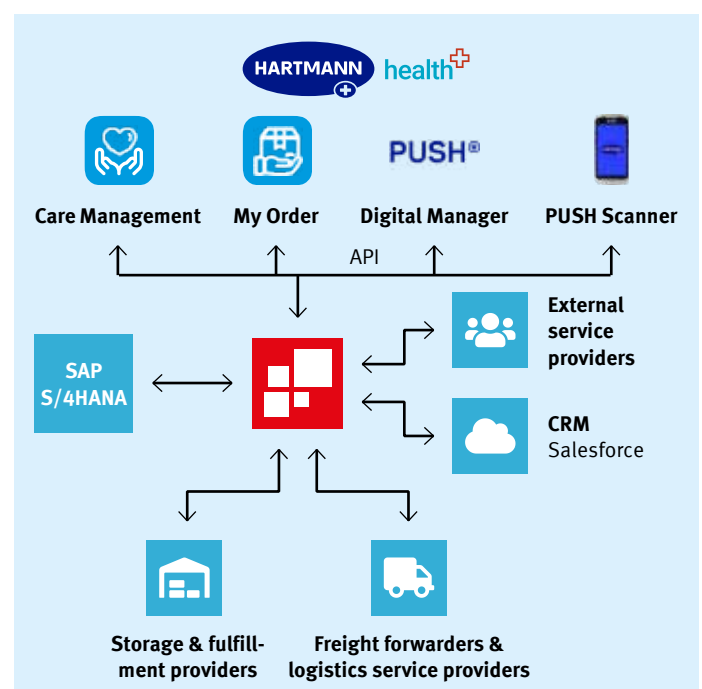
“The SEEBURGER BIS Platform optimally supports the real-time requirements of the digital healthcare market, such as an online availability queries in the pharmacy network.

Even in combination with classical integration solutions, we can realize any integration scenario for our digital products.”

Sven Hanold, Director Digital Product Engineering, HARTMANN GROUP



Integration of the pharmacy network in the B2C-Webshop HARTMANN DIRECT via Restful API



Connectivity of digital products of the digital platform HARTMANN Health Plus via API integration and connectivity with CRM and service providers

## E-commerce and content management

### SAP integration

The BIS platform is the HARTMANN GROUP's global integration platform for its central SAP environment. More than 40 systems are connected via this platform. It does not matter whether the target and source systems are on-premises or cloud solutions and whether they require the use of classic, file-based data exchange or web services. As part of the ongoing transformation program for the implementation of S/4HANA, BIS is a central building block for ensuring the continuity of all interfaces.

### Integration B2C shop *HARTMANN Direct* / SAP Hybris

The company has expanded its e-commerce presence with *HARTMANN Direct*, a modern, digital sales platform for end consumers. The platform plays a strategically important role in the expansion of the outpatient business, which is increasingly conducted online. *HARTMANN Direct* enables customers to conveniently access most HARTMANN products anytime and anywhere and to communicate with customer service in a targeted and discreet manner. The sales platform was successfully launched in various countries and is being rolled out continuously.

### Integration of Spanish pharmacy network via REST API

With the help of BIS, HARTMANN operates a real-time integration with the pharmacy network via API for online stock queries of items that the webshop user places in the shopping cart. This enables the user to select the nearest pharmacy to pick up the goods or order delivery. This strengthens the local business of pharmacies and efficiently expands HARTMANN's B2C distribution network.

## Special features in the healthcare market

### Connecting all players in the healthcare market

Through BIS, HARTMANN operates global interfaces to all relevant business partners in the healthcare market. B2B customers are connected via direct interfaces to software providers or via platform providers. These include retailers, pharmaceutical wholesalers, hospitals and medical supply retailers, as well as other market participants. The platform is also used to exchange data with payers, health and financial authorities in Germany and worldwide.

### HARTMANN as other service provider

As a service provider in the field of medical devices and digital health applications, HARTMANN is required to send invoices to health and long-term care insurers via electronic data interchange. With BIS, invoices according to §300 and §302 SGB V and §105 SGB XI, as well as billing-relevant documents, are exchanged in the ImageLink process.

## Warehouse management and logistics

### Outsourcing and orchestration

The HARTMANN GROUP (including Kneipp, Bode, CMC and pflege.de) uses the SEEBURGER Integration Platform to manage all of its major warehousing and logistics service providers. All data in the areas of master data management, replenishment and customer supply are standardized and exchanged electronically, thus meeting the requirements of the traditional consumer goods business, the specific needs of the healthcare market (e.g. hospitals and nursing homes) and the modern demands of the online end customer business.

Industry-specific peaks in message volume during billing periods (e.g., at the beginning of the quarter) are challenges that can be solved, as is the tracking of billing-relevant proofs of delivery or the encrypted transmission of associated documents, e.g., prescriptions. Business Tracking enables independent monitoring for specialist departments.