



SEEBURGER Cloud Integration Services

Safilo Automates, Streamlines and Simplifies Complex Processes

Up until 2011, Safilo used in-house and traditional methods for data exchange management. As part of their strategic business objectives, Safilo was looking to digitalize more of their business, when one of their largest trading partners happened to contact them about onboarding. From an international retailer in the optics sector they received information for how to onboard to their partner services using SEEBURGER EDI services.

Safilo reached out about the service provider and the retailer recommended SEEBURGER and the Business Integration Suite (BIS) with cloud integration services as a good partner and technology for their digitalization projects. Safilo chose to implement BIS because of its cloud services and automation capabilities. This project saved time and resources for Safilo to focus on its core business: designing and distributing eyewear.

The journey towards streamlining and simplifying complex processes through automation began by connecting the SEEBURGER Cloud Integration Service to its ERP system.

Then, in 2015, Safilo faced two new digital challenges:

1. Migrating their legacy ERP to SAP
2. Complying with the electronic invoicing mandates in Italy

Having already worked together successfully for seven years, and knowing the breadth of capabilities of BIS, it was clear that SEEBURGER was the preferred partner for these projects as well.

The Solution to Global E-Invoicing and E-Reporting Challenges

In Italy, electronic invoicing for B2B and B2G transactions has to be processed via the Sistema Di Interscambio (SDI), a platform mandated by the Italian Revenue Agency. With SEEBURGER Global E-Invoicing Services, Safilo has been compliant with the new Italian regulations since 2019. The solution is fully integrated with SAP, highly scalable, extendable to other countries and compliant with applicable international e-invoicing requirements. Additionally, the solution supports transaction-based e-reporting of VAT in near real-time to the online Számla system, as required by Safilo's Hungarian subsidiary, in accordance with local tax authorities (NAV).

About Safilo

Safilo is one of the eyewear industry's key players in the design, manufacturing and distribution of prescription frames, sunglasses, outdoor eyewear, goggles, and helmets.

Safilo has a global presence with its own production facilities, showrooms, offices and design studios in Padua, Milan, New York, Hong Kong and Portland. Safilo has direct subsidiaries in 40 countries and a network of more than 50 qualified partners in 70 countries.

Safilo's DNA lies in its design-focused history and legacy, its design development, and its broad brand portfolio, all of which make Safilo today a key market leader and partner.

www.safilogroup.com

The Facts and Benefits: Safilo Achieves Maximum Performance with Minimum Effort Using the Global E-Invoicing Service

In 2021, the eyewear company extended the e-invoicing project to Spain by adapting electronic tax reporting in near real time to the Suministro Inmediato de Información (SII) system, made mandatory by the Spanish tax authorities (AEAT).

Furthermore, the company relies on SEEBURGER's global E-Invoicing Service for electronic invoicing and e-reporting of tax information to the Italian and Hungarian tax authorities.

Safilo benefits from a continuous flow of data moving between six SEEBURGER data centers on three continents (Europe, North America and Asia), as well as SEEBURGER's highly flexible, secure integration platform.

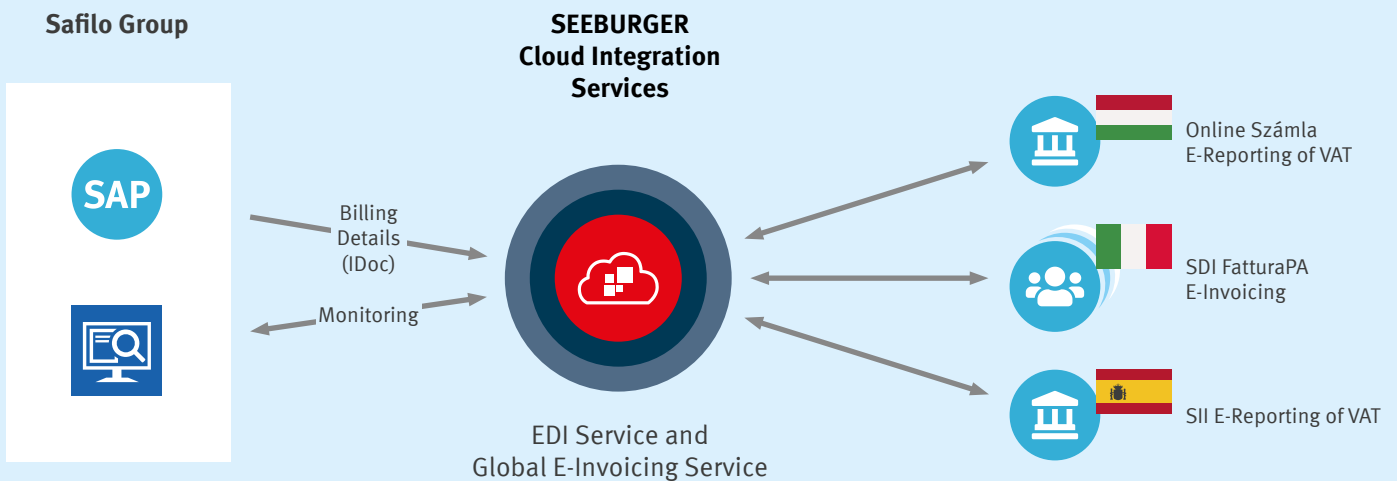
Safilo also has increased the efficiency of its processes and its ability to optimize business relationships with its various global trading partners, achieving maximum performance with minimum effort.

Today, Safilo uses BIS to exchange approximately 100,000 point of sale messages per month with 15 trading partners, including Amazon, Zalando, Fielmann, and Rotter & Krauss.

About SEEBURGER

SEEBURGER accelerates business to improve the lives of people. Our hybrid integration platform, SEEBURGER Business Integration Suite (BIS), solves complex integration patterns and networks systems and applications so that the right data, in the right format, gets to the right place securely at the right time.

SEEBURGER Integration is the combination of our technology, our services (including our cloud services, consulting and support), and our people. Together, SEEBURGER Integration helps companies connect with clouds, applications and people so they can utilize and share information across their ecosystems.



“SEEBURGER is a guaranteed win; the Business Integration Suite (BIS) platform is a big plus. Thanks to SEEBURGER Cloud Integration Services, Safilo has been able to optimize its data exchange processes and maximize results with minimal effort, while the professionalism and helpfulness of the SEEBURGER consultants make the work smooth and pleasant. The SEEBURGER Global E-Invoicing Service is the best choice for properly complying with different local and international regulations, and it helps to avoid unpleasant penalties.”

Federica Fontolan, ICT Application Demand Management, Safilo Group