

SEEBURGER Positioned in the Major Players Category in the 2024 IDC MarketScape for Worldwide B2B Middleware Vendor Assessment

December 12, 2024 – Bretten, Germany – SEEBURGER, a globally recognized leader in business integration solutions, today announced its recognition as a **Major Player in the IDC MarketScape: Worldwide B2B Middleware 2024 Vendor Assessment** (doc # US51811124, December 2024). This positioning follows a thorough evaluation of SEEBURGER’s strategies, capabilities and market presence in the B2B integration landscape.

“We are proud to be recognized as a Major Player in the IDC MarketScape for Worldwide B2B Middleware,” said Michael Kleeberg, co-CEO at SEEBURGER. “We believe this acknowledgement reflects our unwavering commitment to delivering innovative and adaptable B2B middleware solutions. By building and delivering robust capabilities and services, we empower businesses to achieve seamless integration, enhanced automation, and the confidence to tackle complex data exchange requirements. Our solutions are designed to align closely with the evolving needs of our customers, ensuring they are well-prepared to meet both current and future challenges in an increasingly digital world.” SEEBURGER also provides Cloud Integration Services through its proprietary cloud and a certified AWS solution based on the BIS Platform, providing organizations with secure, scalable integration capabilities tailored to their unique needs.

SEEBURGER is an integration service and software provider serving a broad range of industries, including automotive, manufacturing, retail, logistics and financial services. Its core product, the SEEBURGER Business Integration Suite (BIS), enables seamless connectivity of applications, people and processes, whether in the cloud, a hybrid environment or on-premises. BIS seamlessly connects APIs, file transfers, ERP systems, applications and cloud services, making it a powerful platform for secure data exchange, fast partner onboarding and workflow automation.

Key B2B capabilities of the BIS Platform include:

- **Broad integration support:** Connect B2B/EDI with APIs, file transfers, ERP systems and cloud applications across diverse ecosystems.
- **Pre-built accelerators:** Over 20,000 pre-built mappings, process flows and configurations help reduce deployment times and accelerate cloud migrations.
- **AI-powered mapping:** Integration of OpenAI’s API-based AI services for interface mappings, which enables generative AI capabilities that help users achieve faster deployments.
- **Comprehensive B2B communication and messaging support:** BIS offers 36 messaging patterns and 16 transport protocols, including direct interconnect agreements with multiple VAN providers, to support industry specific patterns like VDA, ODETTE and ISO 20022 as well as geography-specific patterns.
- **Deployment flexibility:** BIS can be deployed on-premises, in the cloud or in hybrid configurations, offering flexibility for customers of all sizes.

“The BIS Platform has proven to be a game-changer for businesses looking to streamline B2B processes, integrate diverse applications and accelerate digital transformation,” said Ulf Persson, Senior Vice President of Strategic Product Management and Analyst Relations at SEEBURGER. “As companies continue to move toward automation and digitalization, SEEBURGER’s comprehensive B2B integration capabilities are well positioned to help them meet future challenges and demands.”

For more information about how to connect, automate and innovate with the SEEBURGER BIS Platform, please visit www.seeburger.com.

About IDC MarketScape

IDC MarketScape vendor assessment model is designed to provide an overview of the competitive fitness of technology and service suppliers in a given market. The research utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each supplier’s position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of technology suppliers can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective suppliers.

www.idc.com/promo/idcmarketscape

About SEEBURGER

One central platform, one experience, all integrations, all deployment models. SEEBURGER is an integration service and software provider. Our BIS Platform enables seamless connectivity of applications, people and processes, whether in the cloud, a hybrid environment or on-premises. With the BIS Platform, anyone can design simple to complex integrations on their own, helping to strengthen their company's digital ecosystem.

Family owned since 1986, today over 1,200 employees worldwide make us strong. Over 14,000 customers rely on integration expertise from SEEBURGER every day. For more information, please visit

www.seeburger.com

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