

SEEBURGER Listed as a "Hidden Champion" in the World Market Leader Index

December 13, 2024 – Bretten, Germany – SEEBURGER, a global provider of integration software and services, has been included in the World Market Leader Index (in German: Weltmarktführer-Index, WMF) and recognized as a "Hidden Champion". The index recognizes companies that are international leaders in their market segment while remaining firmly rooted in their home region.

Criteria for admission¹

Inclusion in the World Market Leader Index is based on objective and transparent selection criteria. Companies must fulfill the following requirements, among others:

- **Regionally rooted, globally active:** At least 50% of the head office must be located in the DACH region.
- **International presence:** Activities on at least three continents with own production and/or sales companies.
- **Economic strength:** A minimum turnover of 50 million euros per year.
- **Market leadership:** 1st or 2nd place in the relevant global market segment.
- **Export orientation:** At least 50% of sales from abroad.

SEEBURGER fulfills all of these requirements. Since its foundation in 1986, the company has been headquartered in Bretten, Baden-Württemberg. The company has always been family-owned and today has 27 locations in 16 countries worldwide. SEEBURGER generates 53% of its turnover abroad and records annual sales growth of 10%.

Technology and flexibility as success factors

The SEEBURGER Business Integration Suite (BIS) Platform is a key success factor for the company. The platform covers various operating and deployment models, including license purchase, subscription, iPaaS and fully managed services. Customers can choose between different operating environments, including private clouds, hyperscalers such as AWS, GCP and MS Azure, or hybrid models.

Dr. Marco Pister, Managing Director of SEEBURGER Deutschland GmbH & Co. KG, emphasizes that the inclusion in the World Market Leader Index underlines the global strength of the company: "SEEBURGER meets all criteria of the WMF and thus proves the efficiency of its international locations as well as the success of its global strategy."

Axel Haas, Co-CEO of SEEBURGER, adds: "The demand for iPaaS and cloud services is increasing rapidly worldwide and is our largest growth area. SEEBURGER is ideally positioned to meet the complex integration requirements of its 14,000 customers in over 50 countries on five continents."

¹ Source: [World Market Leader Index](#) (last accessed on Nov. 11, 2024)

Award with strategic significance

Inclusion in the World Market Leader Index confirms the company's strategic orientation and position as one of the leading providers in business integration and digitalization. SEEBURGER applied for inclusion in the index at the World Market Leaders Forum 2024 and met all the required criteria.

SEEBURGER sees this award as confirmation of its long-term strategy of offering customers worldwide innovative and flexible integration solutions while maintaining a strong connection to its home region.

iPaaS and cloud services are SEEBURGER's biggest growth areas. [Find the right cloud for your company!](#)

About the World Market Leader Index (WMF)

The World Market Leader Index is a project under the direction of Prof. Dr. Christoph Müller, Managing Partner of UEC gemeinnützige GmbH. In cooperation with the Akademie Deutscher Weltmarktführer (Schwäbisch Hall) of the former Baden-Württemberg Minister of Economic Affairs Dr. Walter Döring, further clear information on potential world market leaders is collected and scientifically evaluated based on the above-mentioned criteria. A publicly accessible database with around 1,300 entries serves as the basis. The World Market Leader Index is financed by UEC gGmbH, the WÜRTH GROUP and the TII Group. There are no direct costs for the companies themselves for inclusion in the index.

www.weltmarktfuehrerindex.de

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

Direct Contact:

SEEBURGER Germany GmbH & Co KG
Dr. Marco Pister
Managing Director
m.pister@seeburger.com

Media Contact:

SEEBURGER AG
Edisonstraße 1
D-75015 Bretten
Phone +49 7252 96-0
presse@seeburger.com