

SEEBURGER



White Paper | SEEBURGER Cloud Services

SEEBURGER iPaaS **Powered by AWS**

Management Summary

The data volumes across all industries, spanning from operational levels to executive suites, are on an upward trajectory. Addressing this trend necessitates robust and secure solutions for managing, transmitting and storing data effectively. To cope with these demands, enterprises are increasingly adopting hybrid and multi-cloud strategies. Beyond merely providing storage capacities, the cloud presents viable answers to challenges such as **skilled labor shortages, security concerns, operational resilience and adaptable resource allocation**. Consequently, leveraging cloud technologies has become imperative for companies striving to uphold their competitive edge in a globally dynamic environment.

Cloud technology empowers companies to **flexibly** adjust to evolving requirements while sidestepping unnecessary expenses. Choosing the right **service and deployment model** is a natural but important progression after opting for a cloud-based infrastructure.

In the decision-making process among **hyperscalers, private cloud or hybrid cloud solutions**, factors such as cost-effectiveness, scalability, security measures, availability and automation capabilities carry significant weight. Given the individual demands and requirements across companies, selecting the optimal cloud model becomes a critical challenge, necessitating careful consideration to align with specific organizational needs.

Hyperscale cloud providers deliver economical and adaptable solutions tailored for organizations prioritizing stringent security measures and regulatory compliance. With their robust infrastructure, instant scalability and automated features, hyperscalers facilitate streamlined IT operations. Their comprehensive visibility and management tools empower businesses to enhance operational efficiency. **Private clouds**, on the other hand, offer a personalized and exclusive environment. Meanwhile, the **hybrid approach** offers companies the advantage of combining the strengths of both hyperscale and private cloud solutions.

Although private and public clouds share similarities, it's crucial to consider their distinct advantages and disadvantages when making a choice.

Beyond selecting the appropriate cloud model, opting for the right **service model** is equally pivotal for companies aiming to maximize the advantages of cloud technology. **Integration Platform as a Service (iPaaS)** provides customized standardization, facilitating efficient and scalable integration solutions. Meanwhile, **Enterprise Integration Platform as a Service (EiPaaS)** caters to the complex integration demands of large businesses, offering supplementary features like compliance and security. Opting for a **fully managed service** grants peace of mind as it entrusts integration tasks entirely to the provider.

Choosing the optimal service model hinges on the company's specific requirements, capabilities and resources.

SEEBURGER Cloud Integration Services provide streamlined integration of all IT systems along with automation capabilities. Featuring preconfigured processes for B2B/EDI, API and EAI/A2A, adhering to industry standards and specific specifications, they guarantee efficient and secure data transfer. Our **consulting services** further assist in seamless integration, maintenance and security of your systems. Applying this approach, SEEBURGER Cloud Services ensure a flexible and scalable infrastructure, enabling swift adaptation to market fluctuations and enhancing competitive edge through standardized solutions that also drive cost savings.

In conjunction with our cloud services, our **collaboration with AWS** (SEEBURGER iPaaS powered by AWS) brings substantial value, emphasizing reliability, security and innovation. Leveraging AWS's extensive array of security and compliance services ensures highly secure data exchange. This partnership fosters efficient operations and enhanced profitability for both companies and their clientele. Additionally, several use cases exemplify the efficacy of this collaboration across diverse use cases, encompassing supply chain integration, e-commerce, supply chain visibility, partner and supplier integration, as well as data migration.

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Why Cloud?

Data volumes within companies are experiencing relentless growth. By 2027, it's projected that approximately 284 zetta-bytes of data will be generated and processed¹. This underscores the escalating demand for storage capacity to effectively gather, process, and securely exchange this data. As end-user concerns regarding security increased and data protection regulations become more stringent, companies are compelled to handle data collection and storage with utmost responsibility. Relying solely on a local on-premises installation is unsustainable in the long term, particularly given the continuous exponential growth of data projected beyond 2027. That's why companies are increasingly turning to hybrid and multi-cloud approaches to manage their big data infrastructures in a secure environment.

In addition to the aspect of storing these unimaginable volumes of data, the advantages of cloud technology also manifest in addressing further challenges that companies currently face and will continue to encounter in the future.

01 **Combat the consequences of skilled labor shortage**

Demographic shifts and a growing lack of skilled professionals underscore the necessity for companies to strategically evolve their IT infrastructure. The challenge lies in the scarcity and high cost of acquiring specialists adept in legacy systems. Compounded by the imminent retirement of many professionals, the situation is becoming increasingly pressing. The USA, for instance, faces approximately \$8.5 trillion worth of talent shortage by 2030².

02 **Ensure sophisticated security measures**

As technology progresses, so too does the expertise of hackers and cyber criminals. In 2023, the average expense of a data breach in the United States totaled \$9.48 million, a slight increase from \$9.44 million in the preceding year. On a global scale, the average cost per data breach stood at \$4.45 million in 2023³. Moreover, governments worldwide are closely monitoring data protection measures for end-users, intensifying the obligatory pressure on businesses to manage data responsibly.

Established cloud providers adhere to the most stringent and contemporary security protocols, substantiated by certifications and accolades, which attest to their reliability. Security is consequently one of the most present reasons when opting for a cloud deployment, since cyber attacks in the USA have more than doubled since 2018⁴.

03 Provide resilient systems and services

System and service failures cause significant costs. Historically, the average cost of downtime across industries has hovered around \$5,600 per minute. However, recent studies indicate a spike to approximately \$9,000 per minute. Notably, there exists a substantial contrast in downtime expenses between larger and smaller enterprises. For relatively small businesses, downtime expenses range from \$137 to \$427 per minute. Conversely, larger businesses may incur costs exceeding \$16,000 per minute, which is equivalent to \$1 million per hour, even for brief outages⁵.

Among the paramount responsibilities of any IT department is the minimization of downtime through the establishment of robust high-availability measures and the formulation of comprehensive emergency protocols. These protocols typically entail the implementation of backup strategies and disaster recovery initiatives, aimed at facilitating swift recovery and mitigating damage in the event of a crisis. In instances where internal constraints impede the execution of these tasks, an experienced cloud provider can help support these business-critical responsibilities.

In summary, the current challenge is minimizing operational risk while driving down costs. As the demand for cloud technology and scale of data expand, this equilibrium becomes progressively intricate and, at a certain juncture, nearly unattainable. Hence, operating in the cloud is no longer an option — it is imperative. This raises the question of what cloud model is most suitable for your business. Below, we provide an overview of the selection criteria that companies should consider for different cloud models.

Cloud models

Cloud technology empowers modern enterprises with a resilient IT infrastructure, ensuring adaptability to dynamic requirements while mitigating unnecessary expenses. Upon deciding to transition to a cloud-based infrastructure, the subsequent task is to meticulously select an appropriate service and delivery model.

04 Scale resources according to demand

In a dynamic business environment, the key lies in swiftly aligning resources with the evolving demands and expectations of stakeholders, particularly customers. This facilitates optimal resource utilization, mitigating risks of underproduction, stock shortages and overproduction with its attendant costs. Scalability represents a system's capacity to modulate its performance by augmenting or streamlining resources to accommodate fluctuating workloads. This attribute is especially vital in environments characterized by high activity and availability.

Cloud technology empowers companies to seamlessly scale their integration resources, affording them the flexibility to augment or diminish computing power or storage in the cloud as needed.

Not all clouds come along equally. There's a multitude of models that can be tailored to the unique requirements and objectives of companies and organizations.



Hyperscalers
buy rather than build



Private cloud
high level individuality



Hybrid cloud
the best of both worlds

Hyperscalers – buy rather than build

Hyperscalers are commonly known as public clouds. Hardware, software and licenses are centrally managed by the hyperscaler provider. Cloud services are accessible to the public via the internet through a globally distributed network of data centers.

Cost efficiency through economies of scale

Resources, such as servers and storage, are shared across all networked companies, enabling each user to capitalize on the resulting economies of scale. With various deployment sizes available, the necessity for substantial upfront infrastructure investments is eliminated. This approach enables more effective management of IT spending, as users only pay for the resources they consume under the pay-as-you-go model. This advantage is intricately tied to flexible scalability, which drives cost savings through optimized resource utilization.

While hyperscalers are the most cost-effective of all the cloud models, they have favorable benefits beyond cost efficiency.

Maximum security and compliance

By outsourcing security-critical and resource-intensive tasks to experts, companies can circumvent the need to procure substantial hardware and software components, thereby mitigate concerns regarding IT management and maintenance.

This approach ensures access to the latest software versions and functionalities, consequently supporting IT security and system availability.

Utilizing the public cloud also streamlines enterprise-wide compliance management, given that public cloud providers offer a variety of global compliance programs. These programs guarantee that services adhere to the utmost standards of privacy and security mandated by the respective country.

An essential component of data security involves maintaining regulated access to information and data. Hyperscalers provide advanced Identity and Access Management (IAM) capabilities, offering precise access controls to integration resources. These intricate policies reduce the potential for internal and external security vulnerabilities since only authorized personnel can access sensitive data.

Incorporating end-to-end encryption further enhances data security within public clouds. This approach ensures continuous protection of data from unauthorized access throughout transmission and storage processes. Consequently, companies can fulfill compliance obligations while enhancing customer trust.

High availability and disaster recovery in an emergency

Hyperscalers offer high availability and rapid recovery mechanisms in emergency scenarios. Leveraging extensive support capabilities and profound infrastructure expertise, they swiftly tackle technical hurdles, ensuring utmost reliability for applications and services. This enhanced support framework creates confidence in companies, knowing that experienced professionals can promptly resolve any encountered challenges, thus guaranteeing long-term operational security.

Flexibility through scalability

The booked services are adjustable to match current requirements, allowing users to utilize only the necessary resources. As previously mentioned, this feature leads to substantial cost reductions. Particularly in dynamic business landscapes or during seasonal fluctuations, this capability holds strategic significance and provides a competitive edge. In contrast to centralized private cloud data centers, which may have constrained scalability and necessitate considerable time and effort for expansion, hyperscalers offer agility to swiftly adapt to market shifts. This agility can reduce production timelines by up to 95%.

Process efficiency through automation

End users can streamline their workflows, expedite development and enhance efficiency by minimizing manual operational tasks and implementing automated scaling and resource management through the cloud service provider. Essentially, end users leverage the functionalities and capabilities offered by hyperscalers to automate their processes.

However, hyperscalers also contribute to automating processes and procedures. Artificial intelligence (AI) assumes a pivotal role in streamlining operations within hyperscalers. Ultimately, end consumers can benefit from this advancement by leveraging sophisticated algorithms and machine learning. AI facilitates the automation of various tasks including resource management, infrastructure scaling, error detection and resolution, as well as security monitoring. This automation not only enhances efficiency but also drives down operational expenses, enabling faster responses to evolving demands and threats.

Transparency and control

Hyperscalers establish a transparent operational landscape through advanced analytics and reporting tools, providing valuable insights into performance, security and costs. Through the deployment of dashboards and reporting mechanisms, they empower managers to track real-time data and make well-informed decisions. This transparency fosters efficiency, compliance and risk management, thereby facilitating the optimization of business performance.

The benefits offered by hyperscalers, stemming from both standardization initiatives like resource pooling and individual flexibility, present a notable opportunity to mitigate numerous risks associated with business operations. These risks include potential revenue loss from downtime, reputational harm, or innovation stagnation due to suboptimal operational efficiency. Moreover, hyperscalers provide an enhanced security stance, diminishing the likelihood of data breaches and ensuring seamless compliance with industry regulations. Importantly, these advantages come hand in hand with reduced costs for end users and heightened cost transparency for management.

The **multi-cloud strategy** encompasses the utilization of several public cloud services from multiple providers. Companies adopt this approach to harness the unique strengths and functionalities offered by each provider's services. This fosters enhanced flexibility and mitigates the risk of vendor lock-in. However, it also introduces notable challenges in terms of integrating and managing disparate systems effectively.

Most U.S. businesses rely on hyperscalers. The United States stands as the global leader in purchasing public cloud services, surpassing the combined expenditure of the rest of the world. According to market research, global revenue from public cloud services exceeded \$400 billion in 2023, with the U.S. economy accounting for more than half of this amount⁶. This implies the popularity of public cloud services.



Private cloud – high level individuality

As the term “private” suggests, this refers to a cloud computing environment that isn’t accessible to the public. The private cloud is tailored specifically for a single company, ensuring that all resources are isolated and under the direct control of that company. Since the cloud infrastructure is dedicated to a particular end user, it offers greater individuality and exclusivity. However, this customization comes at a higher price compared to other models, as it involves less off-the-shelf solutions.

The private cloud can be hosted internally, managed by a third party or provided virtually.

- A **private on-premises cloud** refers to a cloud infrastructure managed by the end user themselves. In this setup, the end user utilizes their own resources within an internal data center and assumes full responsibility for maintaining updates and ensuring the security of the cloud infrastructure.

- Through a **managed private cloud**, the provider ensures the availability of essential resources via a highly secure connection within a single-tenant environment. This setup protects valuable sensitive data from unauthorized access by third parties at all times. Additionally, the cloud operator assumes responsibility for resource-intensive and costly tasks such as maintenance, updates and administration, freeing up valuable time and resources for the client.
- The **virtual private cloud** combines the scalability advantages of a public cloud with enhanced control and security measures. Essentially, it constitutes an isolated virtual network environment within the public cloud—a private cloud provisioned by the end user in a public cloud setting.



Hybrid cloud – the best of both worlds

The hybrid cloud environment combines elements of both private cloud infrastructure and hyperscale cloud providers. This empowers companies to strategically determine where their data and processes are housed and managed. This may be whether within their private cloud or within the expansive offerings of the public cloud. In practical terms, end users seamlessly access services without distinguishing their origin from either cloud.

This fusion of resources enables businesses to optimize flexibility and scalability while retaining crucial control and security measures. Such a combination makes the hybrid cloud an appealing choice, particularly for medium-sized businesses.

Within the hybrid cloud, the two models complement each other with inherent similarities. Both private cloud and hyperscalers

- **enhance economies of scale** through a shared economy and resource pooling of hardware, software, networks and storage, which are accessible through a mutual platform. Users can allocate and release resources according to their needs and requirements, while simultaneously managing infrastructure configurations and software modules.
- demonstrate **similar technological backgrounds**. Virtualization abstracts the underlying hardware requirements, providing access to end users through an API.
- ensure operational efficiency and optimize resource utilization within the IT infrastructure. Centralized management allows for cost savings. Additionally, scaling speed increases, leading to a significant reduction in time to market for new products.

While private and public clouds share common characteristics, no company has thus far achieved a private cloud solution that matches the features and advantages offered by hyperscalers. Moreover, in numerous scenarios, public clouds deliver notably superior operational efficiency compared to private clouds, primarily due to the scale and expertise of hyperscale providers. The main distinctions between private and public clouds are:

- the **infrastructure** of hyperscalers and their **service offering** on a large scale, called Infrastructure as a Service (IaaS). The providers offer infrastructure housed in extensive data centers worldwide, enabling users to access customized resources tailored to local specifications.
- the level of **security**, for which the hyperscale provider assumes full responsibility. Conversely, in a public cloud model, the provider takes over crucial and challenging task in order to ensure robust and sophisticated security measures.
- the deployment. A private cloud deployment can often be time-consuming and intricate, particularly due to upfront investments and ongoing maintenance efforts and expenses. Maintenance, in particular, entails resource-intensive tasks to ensure ongoing optimal security and efficiency standards. Hyperscalers take on this responsibility, leveraging their expertise to ensure heightened availability and operational security in the public cloud, surpassing what's typically achievable in a private cloud setting.

The cloud models in comparison



Criteria and characteristics	Public cloud/ hyperscalers	Private cloud	Hybrid cloud
Costs	Low thanks to a pay-as-you-go-model	High	Medium and dependent on a variety of factors, such as share of each cloud deployment model in a hybrid setup
Scalability	High	Medium	Medium - high
Security	High <ul style="list-style-type: none"> • Responsibility of cloud provider 	<ul style="list-style-type: none"> • Dependent on deployment model • Responsibility of end users 	Dependent on a variety of factors
Availability and operational security	High	Dependent on a variety of factors	Dependent on a variety of factors
Resource expenditure	Low	High	Medium
Individuality	Medium <ul style="list-style-type: none"> • The flexibility offered by hyperscalers offer individual adjustments in line with individual demands and needs 	High	Medium
Control	Medium	High	Medium - high
Automation	High, thanks to resource pooling and shared economies	Need to be created and implemented by end users	Medium

Service models

As previously highlighted, the selection of the suitable cloud model is a crucial decision. Equally important is the choice of the appropriate service model. The right model empowers companies to harness the full potential of cloud technology, effectively aligning with their unique requirements, objectives and strategies.

The chosen service model significantly influences the workload assigned to a company. Opting for a more comprehensive service model translates to reduced effort and responsibility for the end user, as a greater array of tasks is overseen by the cloud provider. However, the selection of the appropriate service model depends on the unique requirements, capacities and resources of the company.

Integration Platform as a Service (iPaaS) – tailored standardization

Beyond its foundational infrastructure, the Integration Platform as a Service (iPaaS) also provides a robust framework for creating, deploying, and administering applications. An inherent benefit lies in relieving end users of concerns regarding the intricate technical underpinnings.

The iPaaS (Integration Platform as a Service) model presents an ideal solution for companies seeking to harness the benefits of cloud computing without the burdens of managing and sustaining integration platforms .

End users can thus focus solely on configuring and designing integration tasks, such as mapping design while the provider commits to upholding service level agreements (SLAs) for highly available operations and pledges to maintain the platform's currency, particularly concerning compliance and IT security. Consequently, end users can access the latest innovations and updates seamlessly as part of the platform's ongoing development, thereby ensuring optimal operational reliability.

Bringing together the seemingly contradictory principles of standardization and specialization, iPaaS empowers businesses to deliver efficient and scalable integration solutions tailored to their unique requirements while minimizing complexity and cost escalation. End users benefit from streamlined operations through standardized protocols, interfaces, and pre-configured integration content, thereby eliminating the need for bespoke solutions for each integration. Simultaneously, the modular architecture fosters adaptability and agility, enabling businesses to swiftly address specific needs and evolving demands.

+ **Cross-application data synchronization**

Availability and consistency of data across all sources for real-time operations

+ **Application integration**

Harmonized integration and orchestration of all applications for improved efficiency of business operations

+ **Data migration**

Secure data consolidation and migration from a variety of sources into one modern system

+ **Automation**

Transparency without error-prone manual intervention into business processes thanks to integrated data and applications

EiPaaS – efficient business in large enterprises

Enterprise Integration Platform as a Service (EiPaaS) is a cloud-based platform designed to seamlessly integrate a company's applications and data, regardless of whether they are developed internally or licensed, and whether they are stored in a local data center or in the cloud. This model facilitates the integration of applications, data, and services from external stakeholders, while also supporting real-time data conversion to ensure smooth integration with external platforms that may not be inherently compatible. By managing the development, operation, and maintenance of integrations, EiPaaS empowers companies to optimize their efficiency and productivity.

The terms "iPaaS" and "EiPaaS" inherently suggest a degree of similarity between the two service models. The latter emerges as an organic progression from the iPaaS framework, aiming to cater to the heightened demands and intricate integration hurdles prevalent within large enterprises. Leveraging the fundamental principles of iPaaS, EiPaaS extends its capabilities to encompass advanced functionalities and features, notably emphasizing compliance, data governance, and security protocols.

- + EiPaaS targets **large enterprises** with intricate IT infrastructures, necessitating extensive integration capabilities.
- + EiPaaS provides a **broader spectrum of integration features and content**, encompassing the seamless integration of legacy systems, on-premises applications, and specialized enterprise applications.
- + Due to its target audience, which consists of large enterprises with more specific requirements, EiPaaS typically offers **greater scalability and flexibility** to meet their complex needs. This includes the integration of a large number of applications and support for intricate integration patterns.
- + EiPaaS empowers management with advanced functionalities and tools for overseeing, **monitoring**, and **controlling** integration processes and data flows. These capabilities are especially relevant for addressing the sophisticated security and compliance standards prevalent in large enterprises.

Fully Managed Services – peace of mind through expertise

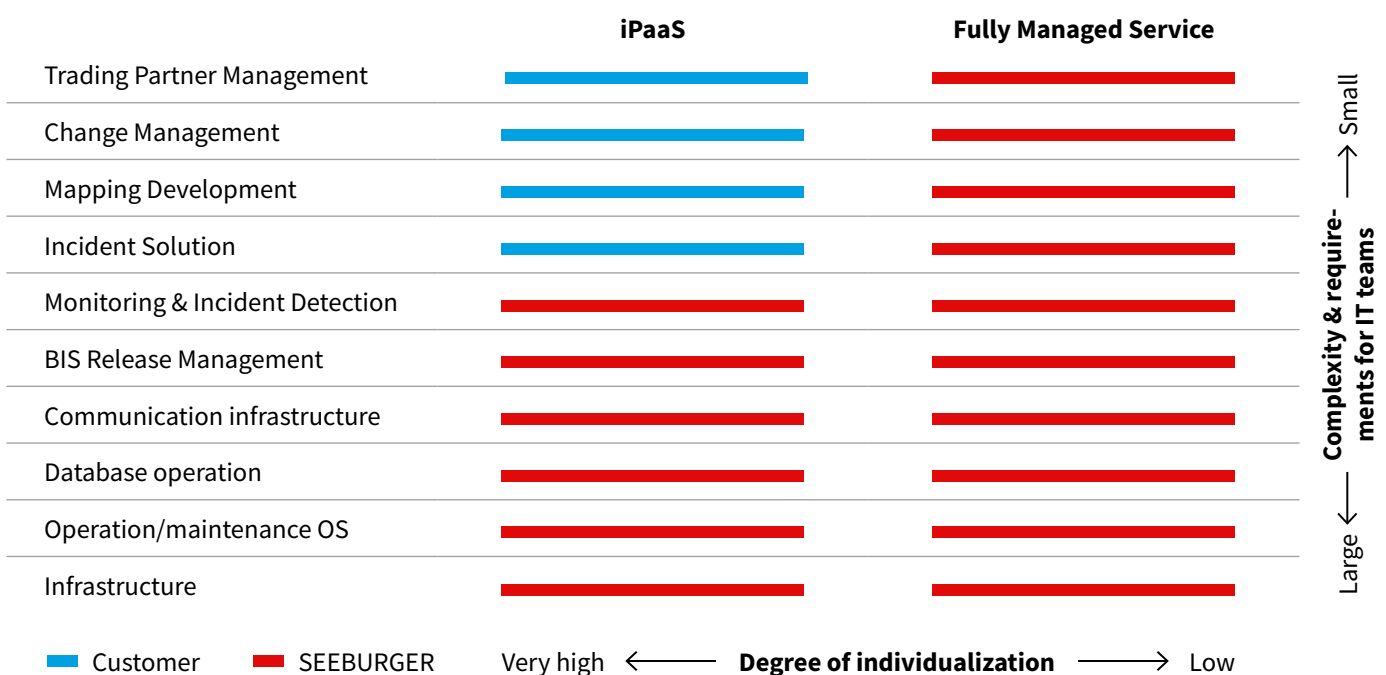
With a fully managed service, businesses of all sizes can outsource certain integration scenarios entirely to their cloud provider. This entails transferring all operational tasks and application maintenance, adhering to clearly defined Service Level Agreements (SLAs). Additionally, the provider manages the configuration and monitoring of ongoing integration processes, such as onboarding new business partners. Users are relieved of concerns regarding resource-intensive activities related to data formats, communication protocols, deployment, backup and updates. Instead, they entrust integrations to an experienced provider who, much like the iPaaS model, ensures continuous availability, security and up-to-date software. This not only reduces operating costs but also mitigates risks for the customer, allowing them to concentrate on their core business.

- + **Monitoring**
Enhanced risk mitigation, greater flexibility and elevated customer experience in an observable environment
- + **Configuration and compliance**
Ensuring compliance amidst a multifaceted and ever-changing landscape of internal protocols, industry-specific standards, and national and global regulations
- + **Central management**
Enhanced operational capabilities are achieved through leveraging the provider's extensive expertise in cloud technologies, enabling businesses to effectively mitigate emerging security threats
- + **Transparent corporate governance**
Detailed reporting of key performance indicators (KPIs), cost-saving insights and system performance

The service models in comparison

Criteria and characteristics	iPaaS	EiPaaS	Fully Managed Service
Target audience	SMEs	Large enterprises	Businesses of any size
Features	Basic data and application integration	Advanced tools for integration, data management	Provider assumes responsibility for operational tasks, application maintenance, configuration and monitoring
Security and compliance	Standard but reliable and sophisticated security measures	High-level security features and compliance tools	Compliance and security are the responsibility of the provider and can therefore vary
Scalability	High	Very high	High but variable as per provider and resource availability
Costs	Medium – high	High thanks to extensive features	Cost-efficient but dependent on usage and demand
Supported types of integration	API integration, cloud-to-cloud, cloud-to-on-premises	Extensive support for several integration types	Dependent on provider as specific integration tasks are fully outsourced

The following figure illustrates the distinct responsibilities within iPaaS compared to a Fully Managed Service model. This underscores that in the Fully Managed Service model, the cloud provider assumes complete responsibility, enabling the end user to focus solely on their core business activities.



SEEBURGER Cloud Services

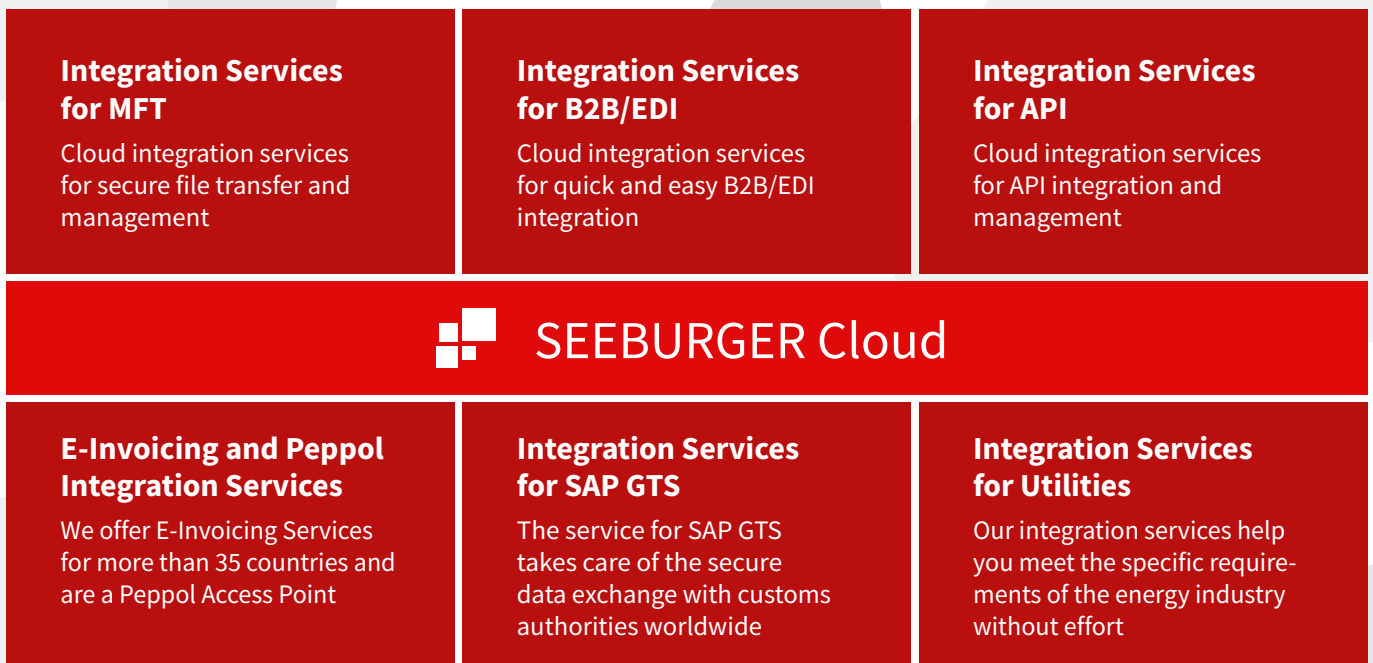
What benefits do SEEBURGER Cloud Service customers experience?

SEEBURGER Cloud Integration Services facilitate seamless automation by connecting various IT systems. Our comprehensive solution encompasses a wide array of integration patterns through pre-configured mappings, connectors and support for standard communication channels.

All SEEBURGER Cloud Integration Services are powered by the SEEBURGER BIS Platform, including packaged integration processes with B2B, EDI, API and application integration capabilities.

Industry-standard functionality is used, where applicable, for data management and data exchange. Vertical packaged business integration is based on industry regulations and compliance requirements.

Ready-to-use SEEBURGER Cloud Integration Services are tailored for various business needs, including B2B/EDI, MFT, EAI/A2A, API, SAP GTS, global E-Invoicing and Peppol, and Utilities services



Our Cloud Integration Services can be customized to meet individual customer needs, with optional extensions available for added flexibility. This adaptability ensures a high degree of flexibility can be attained.

Our Consulting Services facilitate seamless integration of changes and/or extensions (change management and onboarding) through meticulous mapping. Our Support team is dedicated to managing incidents via our ticket portal and hotline, maintaining close communication with our customers throughout. Meanwhile, our operations team diligently oversees the smooth functioning of the BIS Platform, conducting regular maintenance and monitoring of all components. Our robust security measures, continually aligned with evolving IT security guidelines and data protection regulations, shield against both internal and external threats, including cyber attacks and ransomware.

The five pillars of the SEEBURGER Cloud Services



Consulting

- Project support
- Mapping services
- Change management
- Onboarding services
- Trading partner support



Support

- 24/7 incident management
- Problem management
- Service desk hotline
- Ticket portal
- Emergency support



Operation

- Monitoring & reporting
- Release management
- High availability
- Continuous improvement process
- Customer portal
- Service management



Service catalogue

- B2B/EDI, EAI/A2A
- API, MFT, SAP GTS
- iPaaS

Add-ons

- SLA upgrade
- Disaster recovery
- Test systems
- E-invoicing
- Service manager



Security

- Business continuity incl. backup service
- ISAE 3402
- ISO 27001
- TISAX
- Virus scan
- External tests
- SOC team
- Single sign on

Powered by the BIS Platform, SEEBURGER Cloud Services facilitate the execution of all integration processes. These services operate on a flexible and scalable infrastructure, empowering faster adaptation to market dynamics while ensuring robust performance and availability. Consequently, organizations can speed up informed decision-making, swiftly address customer inquiries, and deliver personalized, cutting-edge solutions.

Moreover, the BIS Platform offers ready-to-use adapters that facilitate smooth integration among legacy systems, various cloud platforms, and hybrid environments. This

extensive connectivity empowers companies to streamline their processes, leverage existing infrastructure investments effectively, and maximize the overall value proposition of SEEBURGER Cloud Services.

Utilizing SEEBURGER Cloud Services enables companies to leverage standardized, proven solutions tailored for streamlining the business process integration and automation. This approach not only enables cost savings but also ensures optimal performance. By partnering with SEEBURGER, businesses can fully harness the cloud's capabilities and enhance their competitive edge.

A perfect match – SEEBURGER iPaaS powered by AWS

As a leading provider of cutting-edge cloud solutions, SEEBURGER proudly collaborates with Amazon Web Services (AWS) as our preferred cloud platform partner. AWS is a pioneer in cloud technologies, delivering unparalleled reliability and empowering users to enhance their competitive edge. With an impressive market share of 47.8% in IaaS and PaaS in 2023, AWS continues to set the standard for innovation and efficiency in the cloud computing landscape⁷.

With 15 years of experience, AWS boasts the most extensive track record in the industry, offering a dependable and secure platform for companies aiming for success in the public cloud. Collaborating with AWS presents SEEBURGER customers with the chance to embark on a transformative voyage that extends well beyond mere hosting services. It facilitates ongoing value generation and continual evolution to adapt to ever-changing demands. Additionally, with a pledge to achieve up to five times greater energy efficiency and the complete utilization of renewable energy sources by 2025, SEEBURGER and AWS align with your sustainability objectives.

AWS provides a comprehensive portfolio of over 230 security, compliance, and governance services and features, guaranteeing utmost security for your data and operations. Demonstrating a remarkable 43% decrease in security incidents annually and delivering three times as many new features per year compared to its competitors, AWS establishes new benchmarks in reliability and innovation.

The partnership between AWS and SEEBURGER is crafted to nurture our customers' confidence and sustain a leading position in the market. Prioritizing the end user, the BIS Platform on AWS consistently evolves to meet shifting needs and expectations. Collaboratively, AWS and SEEBURGER drive innovation, empowering businesses to swiftly respond to market dynamics.

Finally, AWS's ongoing dedication to security and privacy regulations ensures adherence to industry standards, supporting user confidence and enhancing security measures. By streamlining pricing structures, SEEBURGER's partnership with AWS not only streamlines operational workflows but also boosts profitability for users and subsequently enhances value for their customers.

The strategic alliance between AWS and SEEBURGER represents a pivotal milestone in the journey toward digital transformation, opening up new ways for achieving success. Together we embark on a journey characterized by innovation, resilience and expansion, leveraging the unparalleled capabilities inherent in AWS.

AWS and SEEBURGER for every integration scenario

AWS and SEEBURGER showcase strengths across multiple practical applications, particularly in process optimization, enhanced efficiency, and innovation.

Global supply chain integration

A manufacturer leverages the integrated AWS and SEEBURGER solution to oversee its global supply chain operations. This solution facilitates secure exchange of orders, shipping details and payment information with suppliers and sales partners through a range of AWS services. Such seamless processes not only enhance efficiency across the supply chain but also fosters long-term resilience and coordination.

E-commerce integration

An online retailer leverages SEEBURGER solutions on AWS to facilitate smooth integration between its online platform and essential back-end systems including warehousing, shipping and accounting. Through this seamless integration, the company automates order transmission to the warehouse, monitors shipping progress, and streamlines invoicing processes. This results in enhanced efficiency in order processing and a superior customer experience.

Supply chain visibility

A logistics company leverages the combined SEEBURGER and AWS solution to deliver real-time insights into the status of goods within the supply chain. Through the integration of IIoT sensors into SEEBURGER solutions hosted on AWS, the company captures comprehensive data regarding the condition and whereabouts of goods, facilitating real-time tracking. This seamless integration fosters transparency, ensures quality and enhances overall efficiency throughout the supply chain.

Partner and supplier integration

A company collaborates with a range of partners and suppliers, necessitating a streamlined solution for data exchange. SEEBURGER and AWS facilitate seamless integration with partner and supplier systems and platforms. This enables secure exchange of essential business documents such as orders, invoices, and shipping notifications, thereby enhancing supply chain efficiency and fostering effective and efficient collaboration.

Data migration

A company is planning to migrate its applications and data to the AWS cloud. SEEBURGER solutions provide an efficient data migration solution to ensure the smooth and secure transfer of data from various sources to the AWS cloud. This includes data extraction, conversion and validation to ensure that data integrity is maintained during the migration process.



Conclusion

The future of data integration lies in the cloud, and the collaboration between SEEBURGER and AWS paves the path forward. Businesses embracing these opportunities can enhance efficiency, increase security and foster innovation. The evolution of data integration through cloud technologies offers opportunities to enhance business agility and unlock new value. By fully leveraging this partnership, companies can fortify their data integration strategy for the future and position themselves as leaders in the digital economy.

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.



**Learn more about SEEBURGER
iPaaS on Amazon Web Services**

> SEEBURGER iPaaS on AWS

Written by:



Manuel Veith
**Presales Engineer Cloud & Managed
Services, SEEBURGER**

Manuel Veith has over 10 years of professional experience in the automotive industry, specializing in subscription and pay-per-use models.



Michael Bader
**Senior Account Manager –
Software Companies, AWS**

Michael Bader leads customer engagement at AWS with over 10 years of IT experience, driving cloud innovation through technology and business model transformation.

¹ <https://de.statista.com/themen/3066/big-data/#editorsPicks>

² <https://www.kornferry.com/insights/this-week-in-leadership/talent-crunch-future-of-work>

³ <https://www.statista.com/statistics/273575/us-average-cost-incurred-by-a-data-breach/#:~:text=As%20of%202023%2C%20the%20average,million%20U.S.%20dollars%20in%202023>

⁴ <https://usafacts.org/articles/how-many-cyber-attacks-occur-in-the-us/#:~:text=While%20cyber%20attacks%20complaints%20are%20down%205%25%20from%202021%2C%20they%20have%20more%20than%20doubled%20since%202018>

⁵ <https://www.pingdom.com/outages/average-cost-of-downtime-per-industry/>

⁶ <https://cloudimpactus.publicfirst.co/#:~:text=The%20U.S.%20is%20the%20world%27s,up%20over%20half%20of%20this>

⁷ <https://www.statista.com/statistics/1202770/hyperscaler-iaas-paas-market-share/>



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