



Business White Paper | Cloud Services

The Cloud as a Competitive Advantage

Five Good Reasons to Deploy Your Integration Platform From a Cloud

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A cloud-first integration services provider, SEEBURGER has a range of options for deploying its SEEBURGER BIS Platform off-premises from a cloud.

Whether this is as fully managed services from the highly secure **SEEBURGER Cloud**, as an iPaaS deployed on a dedicated environment from SEEBURGER's highly secure, efficient and sustainable data centers, or as a SEEBURGER iPaaS on a hyperscaler through our certified partnerships with cloud giants like **AWS**, Microsoft Azure or Google Public Cloud, each has certain benefits which give you, our present and future customers, a competitive advantage in today's fast-moving world.

In this business white paper, we will be looking at how deploying your integration platform from a cloud increases profitability, security and sustainability as well as ensuring business continuity and decreasing the time to market of your innovations.

Five reasons why deploying your integration platform from a cloud gives you a competitive advantage.

1

Higher profitability

Only pay for the capabilities and volume you need.

Outsource resource-intensive yet critical tasks to SEEBURGER.

Benefit from economies of scale and SEEBURGER's extensive cloud expertise to get stronger security, better business continuity and superior sustainability credentials than affordable on-premises.

2

Stronger security

Leverage SEEBURGER's cloud security expertise, certifications and cloud security measures for excellent security at a lower price – and far lower stress - than possible on-premises.

Go a step further and combine the highly secure credentials of a hyperscaler with the security measures inherent in the SEEBURGER BIS Platform.

3

Better business continuity

Leverage SEEBURGER's infrastructure assets, consistent as-code approach, four types of service level agreements ranging from basic to mission critical, round-the-clock supervised operation and support for excellent security at a lower price – and far lower stress - than possible on-premises.

Discover how we maintain business continuity during migration to a new environment.

4

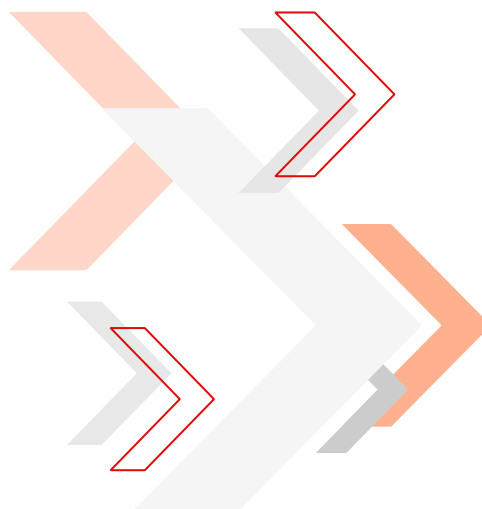
Speedier time to market

Accelerate time to market with automation capabilities, easy to access pre-built connectors, quick scalability and the ability to unlock capabilities as and when your business needs them.

5

Superior sustainability

Benefit from economies of scale, dedicated energy-efficient data centers and SEEBURGER's sustainability credentials for a shallower carbon footprint than possible on-premises.

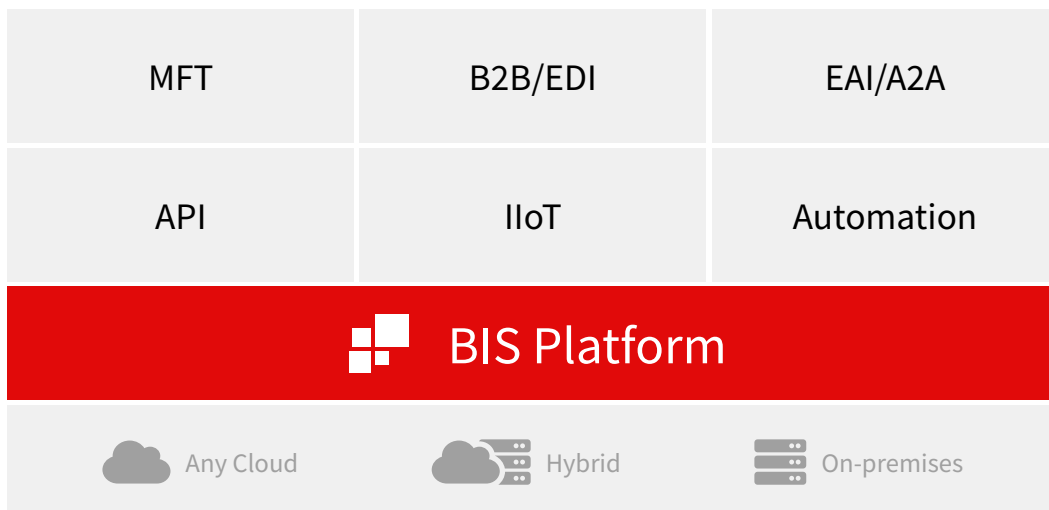


What is the SEEBURGER BIS Platform?

One platform, one experience, any integration pattern, any data format. SEEBURGER is an integration software and services company with over 1,000 employees worldwide. Family-owned since 1986, SEEBURGER transforms businesses and the IT landscape with the SEEBURGER BIS Platform — a cloud-based, agile, secure and scalable integration platform.

The SEEBURGER BIS Platform leverages capabilities such as managed file transfer, electronic data interchange, API management and intelligent automation to automate business processes and seamlessly connect and integrate applications, technologies, services and people across your entire ecosystem.

Connect, automate and innovate with agile integration and dynamic deployment models.



The SEEBURGER BIS Platform



1 Higher Profitability

An integration platform is mission-critical software. If it goes down or gets hit by a cyber attack, the entire business suffers. ITIC's 2021 Hourly Cost of Downtime survey indicated that for 91% percent of mid-sized enterprises and large enterprises, just one hour of server downtime costs \$300,000 or more. 44% of that 91% majority went further, valuing hourly outage costs at between one million (\$1M) to over five million dollars (\$5M)¹. Can you afford to not maintain, monitor and protect your integration platform?

At the same time, the personnel costs, regular hardware updates and constant monitoring required to keep your IT infrastructure running smoothly and securely are very expensive. While the actual IT budget for a particular company will depend on a number of factors such as industry, revenue and attitude to risk, there is one very clear trend. Companies are consistently increasing their IT budgets year by year, with a 2023 Cap Gemini report discovering that around half of those surveyed were planning increases of up to 10%². There are many reasons for this. One is that there's a shortage of skilled IT workers on the open market, making good employees costly to recruit and retain.

Indeed, the favourable market conditions for IT professionals led to the shocking statistic in the Robert Half 2023 salary guide that 72% of tech workers in the US have considered changing jobs, and 52% admitted considering quitting at least once per month, in both cases for higher compensation³.

Then, hardware needs renewing at ever decreasing intervals. You need the ability to scale infrastructure quickly to provide capacity for present and anticipated future needs in our digitalized world. And this all at the same time as dealing with the sheer volume of increasingly sophisticated cyber attacks, ransomware and other security threats. Indeed, the 2023 Statista Report on Global Cybersecurity Spending discovered that in 2022, global spending in the cybersecurity industry alone totaled 7.1 billion dollars⁴.

Cloud providers, such as SEEBURGER, already have the infrastructure, human resources, expertise and security measures in place to ensure the smooth, stable and secure deployment of your mission-critical software. Customers are discovering that by outsourcing the deployment of their integration platform to an experienced cloud provider, they automatically gain access to greater security, business continuity, scalability, agility and even sustainability credentials than they would be able to achieve on-premises. That naturally has an extremely positive effect on a company's bottom line, as well as removing the risk of unpleasant, always costly, surprises.

¹ ITIC 2021 Global Server Hardware, Server OS Reliability Survey Results – Information Technology Intelligence Consulting (itic-corp.com) (accessed Sept. 27 2023)

² Studie-IT-Trends-2023.pdf (capgemini.com) (German language, accessed Sept. 28 2023)

³ 2024 Salary Guide | Robert Half (accessed October 4 2023)

⁴ Cybersecurity spending worldwide 2022 | Statista accessed 28th September 2023

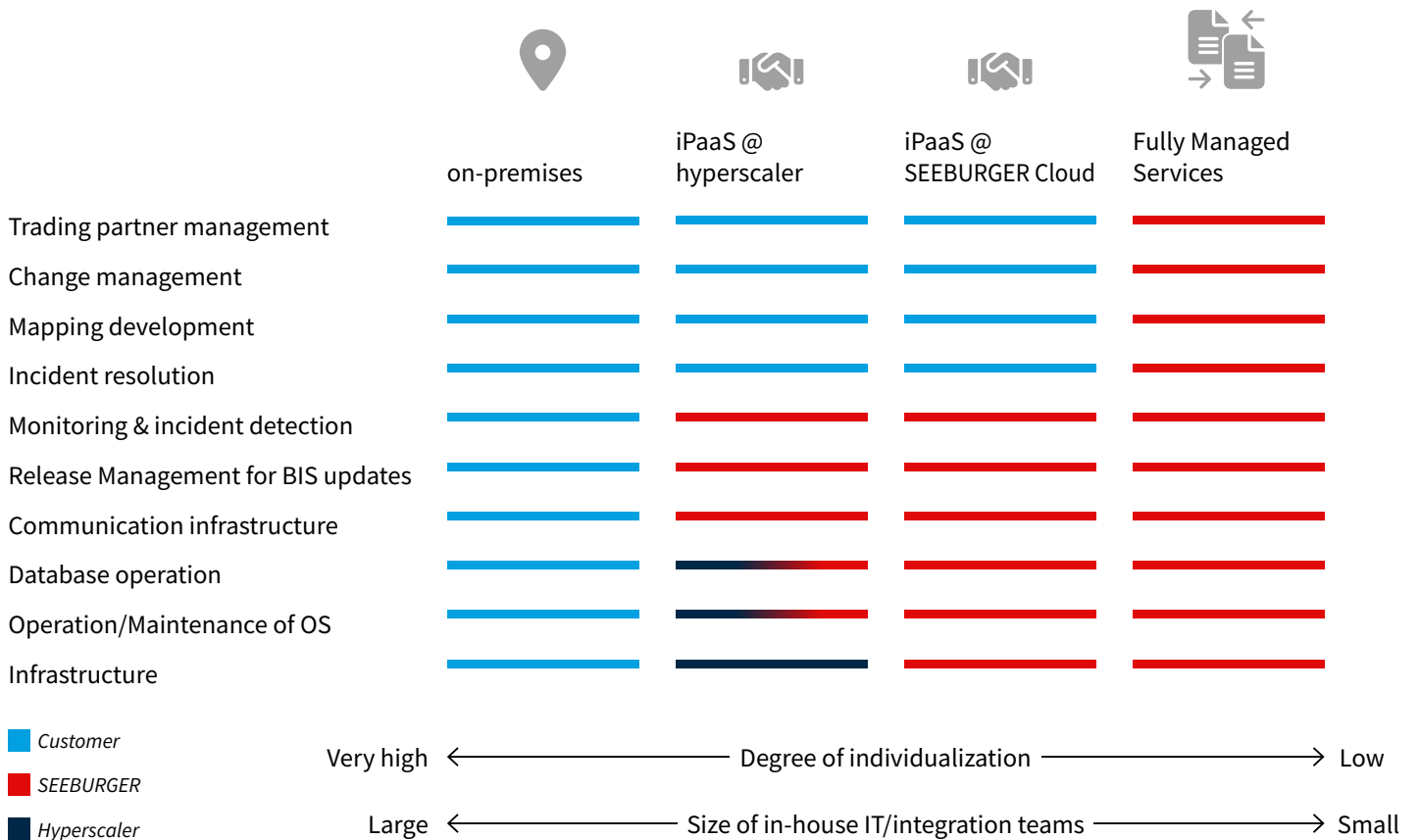
Cloud deployment models for the SEEBURGER BIS Platform

The deployment model our customers choose tends to depend on the resources they are able – or willing – to invest to keep their mission-critical integration platform secure and running smoothly.

Customers deploying the SEEBURGER Business Integration Suite as fully managed services from the SEEBURGER cloud pay a fixed monthly fee to outsource everything to do with the deployment, operation and security of their integration software. This turns somewhat unpredictable expenditure into a known, easy to budget amount to guarantee the uptime and smooth running of your mission-critical integration software.

Other customers benefit from deploying their SEEBURGER Business Integration Suite as an Integration Platform as a Service (iPaaS) from a dedicated, customer-specific environment in SEEBURGER’s secure and efficient data centers. This setup enables companies to keep chosen tasks in-house while outsourcing critical yet resource-heavy tasks to SEEBURGER. The BIS Platform comes with inbuilt functions to facilitate any tasks kept in-house. These include the BIS mapping designer, the process manager and trading partner data manager for easy onboarding.

You don’t even need to worry about being locked to your cloud provider with a cloud-based SEEBURGER integration suite. Our infrastructure-as-code approach through cloud-agnostic software means that SEEBURGER can offer one click deployment to the cloud of your choice, whether the SEEBURGER Cloud or a hyperscaler.



The deployment model our customers choose depend on the resources they are willing and able to invest in-house.

How to choose the right deployment model for your SEEBURGER BIS Platform

Increasing number of customers are choosing to deploy their integration platform as an iPaaS on a hyperscaler. SEEBURGER currently offers an iPaaS on AWS, with Microsoft Azure and Google Public Cloud deployments available in the near future. These customers may wish to leverage the dynamic scalability of a hyperscaler, or need to keep their integration software in the same public cloud as their other corporate applications. This has financial implications. AWS, for example, charges for outbound data. This means that the ability to deploy your integration platform from the same hyperscaler as your other corporate applications drastically reduces data transfer costs. Equally, deploying your SEEBURGER integration platform as an iPaaS on a hyperscaler would let global concerns deploy from several geographic locations near their users or data for low latency access and use.

In each case, our customers pay only for the volume and capabilities they need. A cloud-based SEEBURGER BIS Platform is set up in such a way that SEEBURGER can rapidly unlock further capabilities and greater data volume if and when your organization's needs change. Naturally, this also works in the other direction.

Whatever cloud deployment option you choose – and some customers even start their cloud journey with a hybrid on-prem/iPaaS set up – you just pay for the capabilities and volume you need. At the same time, our cloud customers benefit from economies of scale and bundled expertise by receiving superior security credentials, greater business continuity, easier scalability, better agility and greener sustainability credentials than they would be able to achieve on-premises. And that's at an easy to budget monthly fee with low initial outlay.



Individual project support



Achieved availability over 99,9%



Compliant with GDPR



Highest security credentials



Typical processing time < 90 seconds



Backup service as standard



Change management services



Disaster recovery options



Certified 24/7 operation

2 Stronger Security

In the 2022 Lenovo Global Study of CIOs, 82% of Chief Information Officers surveyed felt that carrying out their role was becoming somewhat or significantly more challenging. This was due in no small part to security issues, with 66% of the interviewees citing cybersecurity, ransomware and data privacy as their biggest headaches. This is no surprise as we look at the (growing) scale of the problem. Even back in October 2021, Check Point Research (CPR) recorded 50% more attacks per week on corporate networks compared to 2020. This peaked at 925 cyber attacks a week per organization, with 1 out of every 61 organizations worldwide actually impacted by ransomware each week.

The aim for any company is to prevent such attacks – and if that should fail, to catch them early to minimize damage. However, the sheer scale of the problem is making this impossible for the greater majority of businesses. Many simply cannot afford the 24/7 monitoring, investment in the newest technology and highly qualified staff necessary to keep on top of ever more refined attacks. These issues are compounded by the speed at which companies need to evolve their IT infrastructure by adding capabilities, as well as an API-first approach to connecting to new data or services. Equally, no company can afford the downtime, potential data loss and reputational damage resulting from an attack

Complying with data protection laws

Then, there are stringent laws to comply with such as the EU General Data Protection Regulation (GDPR), the European NIS2 legislation, the US NIST regulations and the California privacy protection acts (CCPA & CPRA).

This is where deploying your integration platform from a cloud becomes a real competitive advantage.

Security in the SEEBURGER Cloud

A cloud provider has the resources to monitor and protect their infrastructure. At SEEBURGER, we provide automated 24/7 monitoring at technical, transport and message levels, and 24/7 error resolution for our cloud-based software from three shifts of specialists working around the clock. However, our stringent security policies go far deeper than the software in our data centers.

SEEBURGER operates a sophisticated information security management system (ISMS) based on ISO/EIC 27001 :2017. For our recertification in 2024 we will be upgrading to the latest version ISO/EIC 27001:2022. We are also ISAE 3402 SOC 1 Type 2 and TISAX certified. Our certification specifically covers “SEEBURGER Cloud Services EDI/B2B and GTS



Operations including the process components Go-Live, Incident Management, Event Management & Monitoring, Change Management and the supporting IT processes⁵. They also cover our cloud-based corporate IT and standardized services, held in separate data centers to our customers' software.

SEEBURGER has an ISO Statement of Applicability (SOA) with detailed documentation on the controls implemented to meet the objectives of ISO 27001 appendix A. We are annually audited and re-certified for ISO 27001 and for ISAE 3402 SOC 1 Type 2. Recertification is a resounding confirmation by external bodies that SEEBURGER's information security controls are in place and effective.

⁵ <https://www.seeburger.com/company/certifications>

Technical, organizational measures (TOMs) to assure data security

SEEBURGER has identified and meets the privacy and protection requirements for personally identifiable information (PII) as per applicable laws and regulations and contractual requirements. To this end, SEEBURGER has identified a number of technical, organizational measures (TOMs) covering access restrictions, input control, availability, resilience, recoverability of the data, data separation, integrity, pseudonymization and more.

Physical data center security

The SEEBURGER BIS Platform is a mission-critical platform and to this end is kept permanently up to date. However, our security measures go deeper than our software, starting with the physical security of the 6 global data centers holding our customers' integration software. SEEBURGER data center facilities are secured by physical security and environmental controls. Access is monitored and we operate on a principle of least privilege, giving only those who have a specific, genuine reason to access an asset the minimal access they require. These lists are updated continuously, and access to one physical location does not automatically allow access to another.

Network security

To ensure more stringent security, SEEBURGER has segmented its network into smaller, separate subnetworks. This allows our network and firewall specialist network teams to compartmentalize the sub-networks and provide security controls and services specific to each sub-network. Network segmentation provides unique security services for each network segment, resulting in stronger control over network traffic, optimizing network performance and improving security. Perimeter-based segmentation creates internal and external trust segments. What is contained within the network segment is trusted, while anything outside is not.

Individual customer systems are segregated on separate virtual servers and these servers are properly configured and secured with anti-virus software, firewalls, and other security measures. All components are permanently monitored on multiple levels, including traffic analysis. We have intrusion detection systems (IDS) in place to detect and respond to unusual activity. We also operate a robust release management policy, with regular updates and security patches to combat potential risks. To ensure our security controls, we carry out and commission both internal and external penetration testing.

Data encryption in transit and at rest

We have defined and implemented effective cryptography policies, including cryptographic key management. This includes secure processes for generating, storing, archiving, retrieving, distributing, retiring and destroying cryptographic keys. For data in flight, we encrypt both connections using the latest Advanced Encryption Standard (currently AES 256) as well as employing a secure transport protocol. Our key exchange supports strong algorithms like ED25519, ECDH, RSA as well as hash-based message authentication algorithms like SHA256 and SHA512. We regularly review and update algorithms known as secure based on Bundesamt für Sicherheit in der Informationstechnik (BSI) and NIST recommendations.

Data is encrypted at rest on a secure proprietary software module, the BIS Data Room, naturally restricted to a customer's BIS instance.

Security scorecard

A cloud provider such as SEEBURGER has the bundled resources and expertise to concentrate on security in a way which simply isn't possible at a company level. This is reflected in the excellent security scorecard rating that SEEBURGER enjoys, currently a staggering 94%⁶.

Regular security checks and audits ensure that any vulnerabilities are promptly identified and remedied. As a result, security measures are always up to date and can withstand emerging threats

Security when deploying the SEEBURGER BIS Platform from a hyperscaler

Customers deploying a SEEBURGER iPaaS from a hyperscaler in one of our certified partnerships benefit from a hyperscaler's security scorecard rating of 100% as these giants have the resources – and the reputational threat – to pre-empt security issues before they can arise. This security scorecard is on top of the security features already inherent in the BIS Platform, and includes certification for SOC2 and SOC3. Customers deploying from a hyperscaler are also able to leverage the hyperscaler's comprehensive list of compliance certifications on top of the inherent compliance features in the BIS Platform.

⁶ Score current October 2023

3 Better Business Continuity






Robust, vigilant security practices play a large role in ensuring business continuity, particularly for mission-critical software like the SEEBURGER BIS platform. However, there are many more factors at play to ensure business continuity, and with the frighteningly high costs of downtime cited above, some pressing financial arguments for why these are necessary. A cloud provider like SEEBURGER benefits from a greater wealth of resources, expertise and experience than is possible in a mid-sized or even large enterprise. This is another area in which deploying your integration platform from a cloud gives you a competitive advantage.

The infrastructure, cooling and power capabilities in SEEBURGER’s six global data centers all exceed the criteria for tier 3 data centers. Further security is provided by a defined disaster recovery process, which ensures that should a system fail, it could be restored within a defined period of time. As SEEBURGER takes a consistent infrastructure-as-code approach (IaC) which defines system states and creates automated processes for their recovery, we can ensure high availability and resiliency, as well as fast and efficient disaster recovery.

An infrastructure as code approach not only standardizes infrastructure, it automates resource allocation, power distribution, maintenance and more. It removes the potential of human error in these previously manual processes.

In a 2023 ITIC⁷ report , 67% of respondents cited human error as the cause of server and application outages. That which should not or cannot be automated is operated and maintained by highly trained professionals. This includes 24/7 error resolution from three shifts of specialists working around the clock – a particular advantage for companies with global integration needs. Servers are run in an active-active setup with multiple redundancy of components, power and cooling systems. All SEEBURGER data centers have independent battery and diesel power sources capable of powering 72 hours of operation until normal power can be resumed.

SEEBURGER cloud customers can choose from 4 levels of comprehensive service level agreement for our fully managed services and iPaaS.

 Service level	★ Basic	★★ Advanced	★★★ Premium	★★★★ Mission Critical Support
 Service time	Monday - Friday 9:00 - 17:00*	Monday - Friday 7:00 - 20:00*	24/7	24/7
 Max. reaction time by priority	Emergency 4 h Critical 8 h Non-critical 2 d Minor 4 d	Emergency 2 h Critical 4 h Non-critical 8 h Minor 2 d	Emergency 1 h Critical 2 h Non-critical 8 h Minor 1 d	Emergency 0.5 h Critical 2 h Non-critical 8 h Minor 1 d
 Contact	Service Desk	Service Desk	Service Desk	Service Desk with priority phone line
 Added value			• Preferred counterpart	• Preferred counterpart • Enterprise service manager • Collaboration handbook

Service Desk is the “Single Point of Contact” for SEEBURGER customers with access to support tickets, change requests, service news, knowledgebase and software updates.

* 3 time zones available (EST/Atlanta, CET/Bretten, CST/Shanghai)

⁷ Global Server Hardware, Server OS Reliability survey ITIC Reports & Surveys – Information Technology Intelligence Consulting (itic-corp.com), accessed 27th Sept. 2023

Leverage the business continuity capabilities of a hyperscaler





Benefit from our certified partnerships with hyperscalers such as AWS, Azure and Google Public Cloud. By deploying the SEEBURGER BIS Platform as an iPaaS from a hyperscaler such as AWS, you can leverage these cloud giants' exceptional security scorecards of 100%, their redundancy spread across multiple geographic regions and availability zones, their guaranteed 99,99% uptime and their wealth of security resources on top of those inherent in the SEEBURGER BIS Platform

Ensure business continuity if your deployment method changes

Companies considering a move into the cloud from an on-premises installation may be concerned about business continuity during the migration period. SEEBURGER has extensive experience in running parallel instances of the BIS Platform, either as a longer-term hybrid setup or as a permanent move into the cloud. Both instances run in parallel and the old deployment method is decoupled when no longer needed.

Equally, if a company's cloud strategy changes, the BIS Platform is set up so that SEEBURGER can easily facilitate a move from an iPaaS to fully-managed services. Thanks to our strategy of infrastructure, configuration, application and operations as code, it is even possible to quickly move between the SEEBURGER Cloud and a hyperscaler of your choice.

One click deployment through as-code approach using cloud-agnostic software

I	INFRASTRUCTURE as code	Deploy full IT infrastructure in any cloud including VPC and subnets, fully qualified domain names (DNS), load balancer, firewalls, servers, memory, storage, database, users and permissions, security groups, gateways, network ACL, key store	
II	CONFIGURATION as code	Configure entire landscape & infrastructure Routing, DNS endpoints, backup, database schemas, IT monitoring, system hardening, OS and DB users	
III	APPLICATION as code	Set up the BIS landscape System configuration, jobs, nodes, BIS capabilities, user roles, BIS & Portal users, SAML configuration communication certificates	
IV	OPERATIONS as code	Integrate landscape in operations infrastructure Set up all post-deployment activities including process monitoring, cloud release management, event management, ITSM, cloud service portal and customer portal	

The SEEBURGER 'as code' approach lets you easily move clouds if your company cloud strategy changes

4 Speedier Time to Market

The only thing certain is change. As you bring out new products, customize offerings to changing customer needs or introduce a number of digital services to an existing offering, you need a robust integration platform that can grow with your company's changing needs. The SEEBURGER BIS Platform supports any integration pattern, any language and format, and has robust capabilities such as managed file transfer, EDI, API management and intelligent automation with prepackaged integration processes to streamline and automate your business processes and get your data where you need it.

Deploying the SEEBURGER BIS Platform from a cloud gives your time to market a greater competitive advantage.

Quick scalability lets you quickly implement your plans

By deploying the SEEBURGER BIS Platform from a cloud, it is quicker and easier to unlock capabilities as you need them, as well as to scale up and down depending on your seasonal needs.

Easier automation accelerates time to market

The SEEBURGER BIS Platform provides a variety of tools and services that automate the management, deployment and execution of processes and workflows.

These include the use of infrastructure as code (IaC), automation scripts and code, container orchestration and serverless computing, as well as configuring CI/CD pipelines. How does this affect time to market?

Well, when you automate you accelerate. Automated processes are known to

- be less prone to error,
- work faster than people
- work around the clock and
- can react and adapt to events, new circumstances and errors in real time

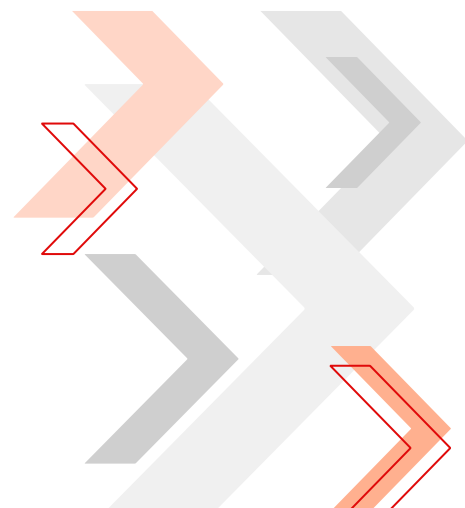
When you deploy the SEEBURGER BIS Platform from a cloud, you also have easy access to a wealth of pre-built connectors to integrate your cloud-based applications with other cloud-based software, data storage e-commerce tools and more, making integrated automation super efficient as your needs change and evolve.

Onboarding new trading partners is easy

As you plan to introduce new products, new services, a new delivery method or a new focus on greater sustainability, your supply chain changes. This involves onboarding new suppliers, logistics partners and other trading partners upstream and downstream to your systems.

Master data management for your EDI trading partners is a standard component of the SEEBURGER BIS Platform deployed from the cloud. Payment is per active connection and includes initial set up on the communication gateway, as well as renewing certificates and any necessary updates to protocols, etc.

You, the customer, have only one connection to maintain, to SEEBURGER's central communication gateway. We do the rest, including providing browser-based EDI access to any suppliers without their own EDI capabilities.



5 Superior Sustainability

The SEEBURGER BIS Platform already helps your company use fewer resources by digitalizing, streamlining and automating your business processes. It supports any integration pattern, letting you connect applications, processes and people. It does this by employing the more sustainable technique of extract, transform and load. All data is transformed into a canonical proprietary format before being converted into the format needed by the receiving application. This uses far less processing power than a series of point-to-point connections, which can quickly grow out of control. You can increase this sustainability advantage by deploying your SEEBURGER BIS Platform from a cloud.

Only consume the resources you need

A huge sustainability benefit of deploying your integration platform from a cloud is the ability to scale according to need. Instead of running your own infrastructure with a high level of redundant resources to cover potential future needs, deploying your integration platform from the SEEBURGER cloud lets you book just the volume and capabilities that you need at the moment.

This flexibility ensures that companies are only consuming the resources they need at any given time, reducing energy waste associated with over-provisioning. A SEEBURGER iPaaS deployed from a hyperscaler takes this a step further by dynamically allocating resources depending on your actual daily use.

Energy-efficient data centers with proud green credentials

Your company also leaves a shallower carbon footprint by benefiting from the economies of scale offered by the SEEBURGER Cloud. A cloud service provider such as SEEBURGER with its 14,000 customers is able to invest heavily in energy-efficient data centers.

These data centers are designed to optimize power usage, cooling, and overall energy efficiency. Our 6 data centers at three global locations are proud to follow green principles.

Our Shanghai and US data centers are already 96% powered by renewable energy, with the aim of increasing this to 100% by 2030. Our German data center is particularly proud of its energy-efficient cooling systems, using the naturally cool outside air whenever feasible in its cooling systems. Then, of course, there are the economies of scale that result from the physical infrastructure being shared by several thousand customers.

SEEBURGER takes an infrastructure-as-code approach. By employing such virtualization techniques and otherwise using the resources efficiently, a large data center creates a much lower carbon footprint and produces much less hardware waste per organization than would be possible from an on-premises installation.



Sustainability is a SEEBURGER value

Sustainability is also a value lived and breathed by SEEBURGER as a company. Since 2010, SEEBURGER has been committed to following and implementing the principles of the UN Global Compact for human rights, labor, environment and anti-corruption. SEEBURGER is a member of the registered association UN Global Compact Network Germany. We also enjoy numerous sustainability certifications.

EcoVadis offers one of the world's largest and most trusted sustainability ratings for companies. SEEBURGER has consistently achieved good results with EcoVadis since 2011 and is currently in the 70th percentile of all companies rated.

IntegrityNext assesses companies on their environmental, social and governance (ESG) metrics. SEEBURGER has been recognized as successful in the areas applicable to a non-manufacturing company, including carbon footprint, anti-bribery and corruption, human rights and living wages.

*Learn more about
SEEBURGER's current
sustainability
profile.*

We at SEEBURGER also live sustainability through deliberate decisions made on a company level. From electric car charging points at our locations worldwide, to plumbed mineral water and metal flasks for all our employees, to the modern, efficient solar panels helping power our 500-employee headquarters, we live sustainable values from the ground up.

The Cloud as a Competitive Advantage: Five Good Reasons to Deploy Your Integration Platform from a Cloud.

Deploying your integration platform from the cloud lets you streamline, automate and accelerate your processes at greater security and lower cost than would be possible at an on-premises level. It accelerates time to market and assures greater business continuity and sustainability credentials than is possible working alone.

Interested in joining SEEBURGER's thousands of satisfied cloud-based customers?

Contact us today for more information!





www.seeburger.com

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