



White Paper | SEEBURGER Cloud Services


Cloud Services: Finding the **Right Cloud** for Your Company

Choosing the right cloud setup for your data and application integration needs

Whether starting from scratch or modernizing and expanding your current cloud landscape, in the world of business management, organizations are often faced with the challenge of choosing between different cloud models. How can you assure security and compliance? And how do you future proof your system landscape? We can help you find the right cloud for your needs and requirements.

Cloud services are very popular when it comes to designing and implementing end-to-end digital business models or quickly introducing new productivity initiatives. Cloud services are also an easy way to turn costly IT resources such as hardware, software or technological expertise into small, more manageable payments in a pay-per-use model as outsourcing to a good cloud provider eliminates the need for costly, time-consuming investments in IT resources. This gives companies more time and money to focus more on their own core competencies while still benefitting from excellent technology.

A cloud environment allows you to quickly employ best-in-class integration capabilities and out-of-the-box solutions to streamline your business. Start with just a few or really push the boat out – it's easy to book what you want over the self-service kiosk. SEEBURGER offers ready-to-use cloud-based integration services for MFT, B2B/EDI, API management, e-invoicing and Peppol, SAP GTS and the German energy industry.

Integration Services for MFT Cloud integration services for secure file transfer and management	Integration Services for B2B/EDI Cloud integration services for quick and easy B2B/EDI integration	Integration Services for API Management Cloud integration services for API integration and management
 SEEBURGER Cloud		
E-Invoicing and Peppol Services We offer e-invoicing services for more than 35 countries and are a Peppol access point	Integration Services for SAP GTS Our service for SAP GTS securely takes care of data exchange with customs authorities worldwide	Services for the German energy industry Our integration services help you easily meet the specific requirements of the German gas and electricity sectors

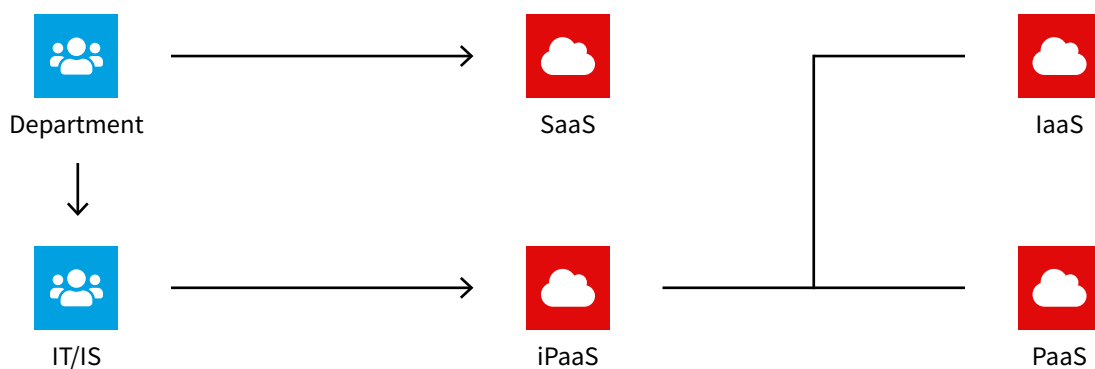
Cloud services give you maximum flexibility. They enable market players in the “old economy” to advance with the help of new technologies such as IIoT, machine learning and big data. They allow you to keep and push forward your existing successful practices while also meeting departmental needs for greater agility. Cloud services also tend to be behind innovative, disruptive business models, as well as letting you succeed with a cloud-first strategy.

The right model for every situation

The range of cloud services on offer has increased significantly in all areas as new requirements have arisen. These include Infrastructure as a Service (IaaS), Platform as a Service (PaaS) and Software as a Service (SaaS) service models, as well firms offering value-added services for their clients. Due to the growing complexity of IT systems combined with increasing demands for agility and flexibility, a particular sub-section of PaaS, the Integration Platform as a Service (iPaaS), is coming to the fore. This type of cloud-based integration platform – often referred to as

Middleware as a Service – combines data and application integration. An iPaaS is therefore fully equipped to meet the challenge of seamlessly integrating several different cloud services.

Offerings such as IaaS and PaaS are primarily aimed at an in-house IT department with overall responsibility for all the integration and security needs in a company. Conversely, SaaS offerings are primarily aimed at end users on a departmental level.



Companies today are in the comfortable position of being able to access cloud services for almost anything.

Ideally, cloud providers should be able to support several services and operating models, addressing the needs of different customer groups. Experience has shown that departments and other smaller groups of end users prefer to draw SaaS offerings from a public cloud – also known as a hyperscaler – while IT departments prefer iPaaS, PaaS and IaaS offerings from a private cloud environment. For cloud providers, this means that they need to offer both private and public cloud services in order to meet these different preferences.

Hyperscalers are leading providers of scalable cloud services that are accessible via the internet. These companies, which have massive infrastructure and data processing capacities, offer standardized modules that enable comprehensive technical and functional integration. They are based on self-service, enabling employees in various departments, from purchasing to design to IT, to configure the cloud services they need without any particular technical knowledge or expertise. Hyperscalers have become increasingly popular in recent years, as their infrastructures are efficiently designed to handle large workloads. These service providers play a key role in the provision of cloud services for private individuals, companies and organizations worldwide.

A hybrid approach to cloud computing gives you greater flexibility

Experience has shown that companies tend to have a range of operating models, with some services deployed from a public cloud and more sensitive data and applications on a private cloud or even on-premises. Specifically, this means that a company's integration software tends to be operated on-premises, while standardized public cloud services are deployed for specific tasks on a departmental level. These range from solutions for exchanging engineering data, specialist services for electronic invoicing and electronic customs clearance, and services and solutions to support digital processes in the energy industry.

Many companies use hybrid cloud computing, meaning a combination of private and standardized public cloud services. There are clear advantages to this as organizations

benefit from greater flexibility thanks to private cloud services as well as the cost efficiency of standardized public cloud services.

At this juncture, the benefits of a cloud-based integration platform also become clear. An iPaaS lets you join the many cloud applications used in your organization into an integrated system. Naturally, a company goes through several changes over the years as market and industry demands change, including security and regulatory aspects. Therefore, it's important to choose an integration platform that can meet these demands both now in the future, to ensure your continued success.

What do you need from your cloud setup?

Your organization's cloud use could go many different ways depending on the set-up and provider you choose. What do you need to be aware of when choosing the best option? What business integration or data exchange requirements do you need a cloud provider to meet?

In day-to-day use, you want to be assured that cloud operations are highly secure and meet all compliance requirements and controls. As a rule, this goes far beyond what a company is able to achieve on its own and requires aspects of managed hosting. Highly secure cloud operations mean far more than the provision of emergency power generators or multiple redundant systems. They also encompass server and network security, identity and access management, information and platform security as well as physical security. At the same time, you need to be sure that the cloud provider adheres to the local guidelines and legal requirements that apply to your company, including GDPR. This may involve requiring a cloud provider to use a data center in your region and to keep certifications and audits (such as ISO 27001 or ISAE3402) up to date.

The cloud provider should also have formalized processes for change management, reporting management and escalation management, and be able to accommodate customer-specific requirements for these.

It is particularly important that cloud providers, particularly of cloud-based integration platforms (iPaaS), have not only formalized their internal operating processes on paper, but also process them in a standardized way at a high level. You also need to rely on them to provide and guarantee their service level agreements (SLAs). This is particularly relevant for iPaaS, as these are often subject to the highest demands in terms of availability and load, for example when processing high-load just-in-time B2B processes, such as simultaneous processing of a large amount of EDI delivery call-offs within a narrow time window between OEMs and manufacturers in the automotive industry.

It is also advantageous if the user is offered value-added services over and above the provision of cloud services. For example, companies should be able to access dedicated service managers at the cloud provider if required. For iPaaS in particular, it is also helpful if the company is provided with ready-made, tried and tested standard integration scenarios that just need some light configuration before being put into operation almost immediately.

Cloud services are booming

With 40 years of expertise in business integration and over 20 years in the cloud, SEEBURGER has established itself as an experienced provider of integration services and software. Our success is reflected in the satisfaction of over 3,000 customers whose integration needs we successfully support in the cloud. The increasing demand underlines our role in the continuous development and operation of digital ecosystems following a clear cloud-first strategy.

Our Cloud Integration Services are based on the SEEBURGER BIS platform and include pre-configured integration processes (PIPs) specifically designed for B2B, EDI, API and application integration.

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.



Connect

Integrate apps and technologies for secure data exchange.



Automate

Hyperautomate and digitalize processes.



Innovate

Inspire innovation with agile integration and dynamic deployment models.



Take a look at our
SEEBURGER Cloud Services

> SEEBURGER Cloud Services

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