



White Paper | Logistics Solutions

10 Ways the Right Integration Platform Can Improve Your **Logistics Business**

The Key to Building an Efficient, Resilient, Digital Logistics Business

For decades, digitalization has driven efficiencies in the logistics industry. However, today's intricate supply chains require even more robust solutions for improving business outcomes and remaining competitive. If you still handle manual tasks such as data entry, lack real-time visibility into supply operations, or struggle to connect with new partners such as carriers or brokers, it's time to reconsider your current integration solution.

A single, powerful integration platform integrating systems for better data sharing, using real-time analytics to make informed decisions, and automating repetitive tasks can streamline operations and increase your company's resilience. The right integration platform can transform your supply chain, providing the agility and scalability needed to thrive in a rapidly evolving market. Embracing these advanced solutions will not only enhance efficiency but also drive innovation and long-term success.

The right integration platform helps logistics companies in the following ways:

- 01. Enhanced Data Accuracy:** Reduces errors associated with manual data entry by automating data exchange between systems.
- 02. Real-time Visibility:** Provides up-to-date information across the supply chain, including optimal routes, incoming shipments and inter-modal transportation enabling better decision-making. Helps to flush out inefficiencies.
- 03. Operational Efficiency:** Streamlines workflows by integrating various systems such as OMS, TMS, and WMS.
- 04. Cost Reduction:** Lowers operational costs by automating repetitive tasks and optimizing resource allocation.
- 05. Improved Customer Service:** Enhances customer satisfaction by providing accurate and timely information on shipments and deliveries.
- 06. Scalability:** Supports growth by easily accommodating increasing data volumes and additional system integrations.
- 07. Compliance and Security:** Ensures data security and compliance with industry regulations through robust security features.
- 08. Faster, Easier Partner Collaboration:** Enables you to improve onboarding speed by up to 90%. Facilitates seamless communication and data exchange with partners, suppliers, and customers.
- 09. Business Resilience and Agility:** Enables quick adaptation to market changes and supply chain disruptions by providing seamless connectivity of applications, people and processes.
- 10. Advanced Analytics:** Utilizes data analytics to gain insights into operations, helping to identify areas for improvement and optimization.

The SEEBURGER BIS Platform is used across the globe by companies in all areas of the supply chain.

Every day, we help logistics companies:

- + Make accurate cargo flow predictions and reduce deadheading
- + Simplify complex business requirements and increase productivity
- + Streamline booking and avoid empty trucking runs
- + Achieve real-time transfer of tracking data and automated file exchange
- + Onboard new customers up to 90% faster



Why SEEBURGER?

One central platform, one experience, all integrations, all deployment models. 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.

SEEBURGER is an integration service and software provider. 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.



Discover how we help logistics companies build resilience and gain control.

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Meet Brent Tisdale, VP of New Business Sales at SEEBURGER, with 30+ years' experience refining business processes for Retail, CPG, Logistics and Manufacturing. His Six Sigma Greenbelt from GE underscores his problem-solving prowess. Connect on LinkedIn for insights or email to explore synergies. Let's innovate with Brent's seasoned guidance and drive towards success!





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