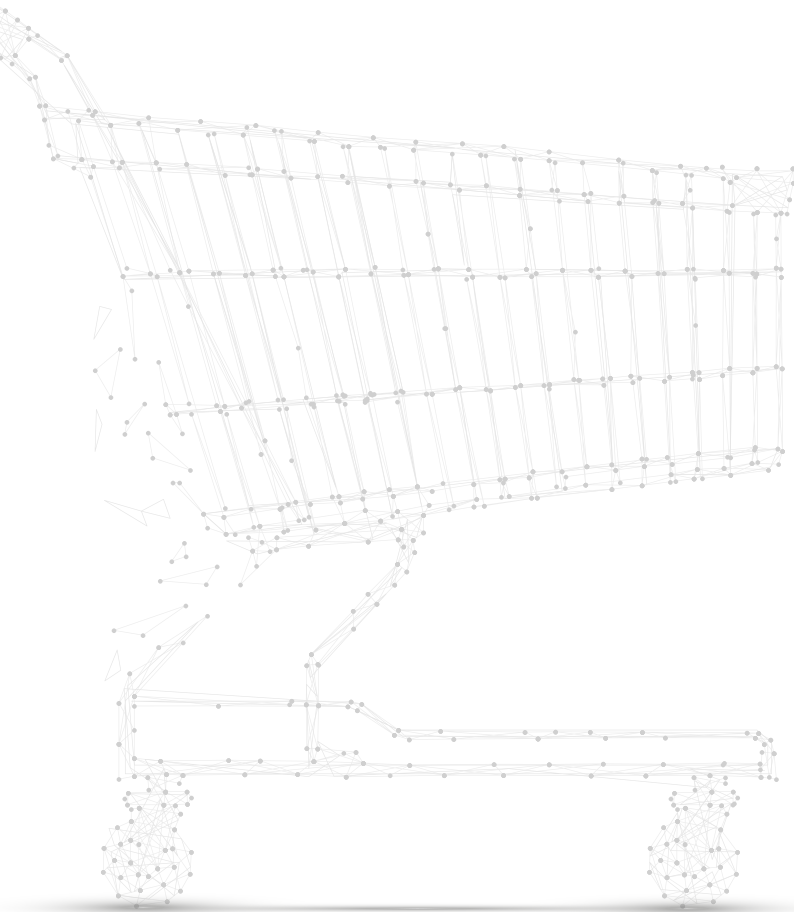# SEEBURGER

White Paper | SEEBURGER Retail Solution

5 Reasons Why You Need
Harmonized Retail Connections

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Harmonizing your retail connections

Nowadays, consumers expect retailers to share immediate item availability, order status and shipping updates, while securing their data throughout the entire shopping experience. That's where "harmonized connections" come into play. Harmonized connections are the result of seamlessly integrating all sales channels by enabling both real-time data transfers (APIs) for consumers and batch data transfers to and from suppliers (EDI), along with ERP integration, using one unified platform that secures the continuous flow of data.

The right integration solution harmonizes the EDI connections that maintain your distribution centers and store inventory, and the API connections that allow customers to do everything else:

+ search for products

+ review products

+ purchase products

+ receive real-time notifications of discounts, loyalty points and product purchases

+ decide how to receive merchandise – home delivery or store pick-up

Harmonizing the connections in your retail journey and ensuring consistent, uninterrupted API and B2B/EDI integration builds loyalty and brand awareness. That's what a harmonized retail experience is all about!

Five reasons why you need harmonized retail connections

01 Accelerate real-time visibility into your supply chain

+ Ensure that your online quantities match your warehouse and store inventories.

+ Quickly receive inventory and moving goods at the right location at the right time.

02 Reduce costs

+ Increase efficiency with automation to reduce the reliance on manual processing and improve response times.

+ Decrease retail shrink and prevent fraud by increasing real-time visibility into your inventory.

03 Increase data security

+ Ensure the secure, continuous flow of data with one, unified integration platform, giving you greater opportunity to build trust with your customers and alleviate concerns about data collection and data breaches.

04 Optimize the entire customer journey

+ Integrate key retail applications and systems to connect the customer journey – from online ordering to in store and drive-up fulfillment to rewards redemption and personalized offers.

+ Use data analytics from connected devices to gain insight into customer preferences and buying habits so you can effectively enhance the customer experience, improve engagement and market new products faster.

05 Create a future-proof architecture

+ Choose a reliable and scalable cloud-based integration platform that helps ensure a consistent and trouble-free buying experience today and tomorrow, as consumer buying patterns continue to evolve.

+ Use connectors to power your integrations, and replace legacy-system friction points with seamless customer touchpoints to delight your customers and build stronger brand loyalty.
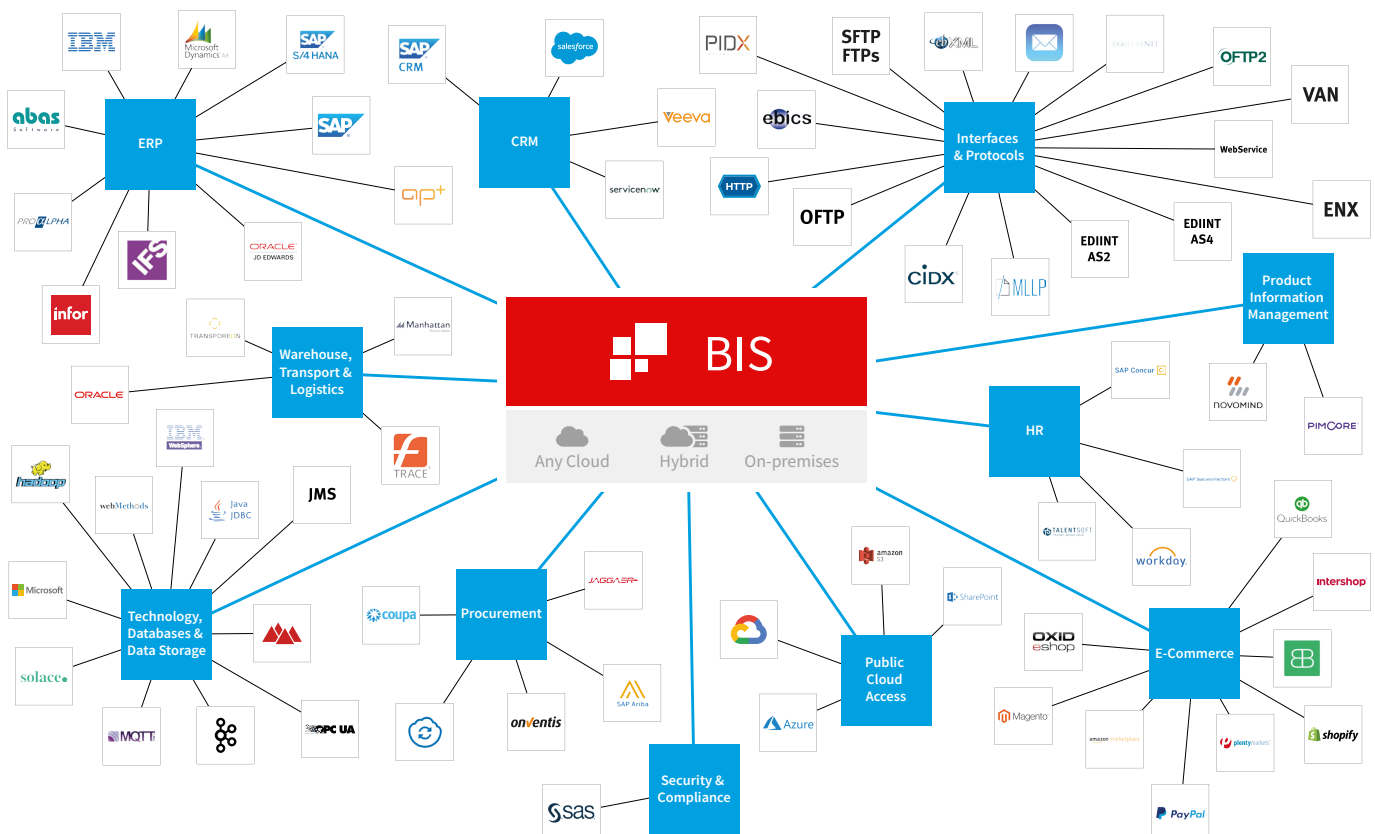
Customer success stories – Electronics retailer

A major electronics retailer had not focused on digitalization and integration, and consequently, many of its customers started buying online from e-tailers.
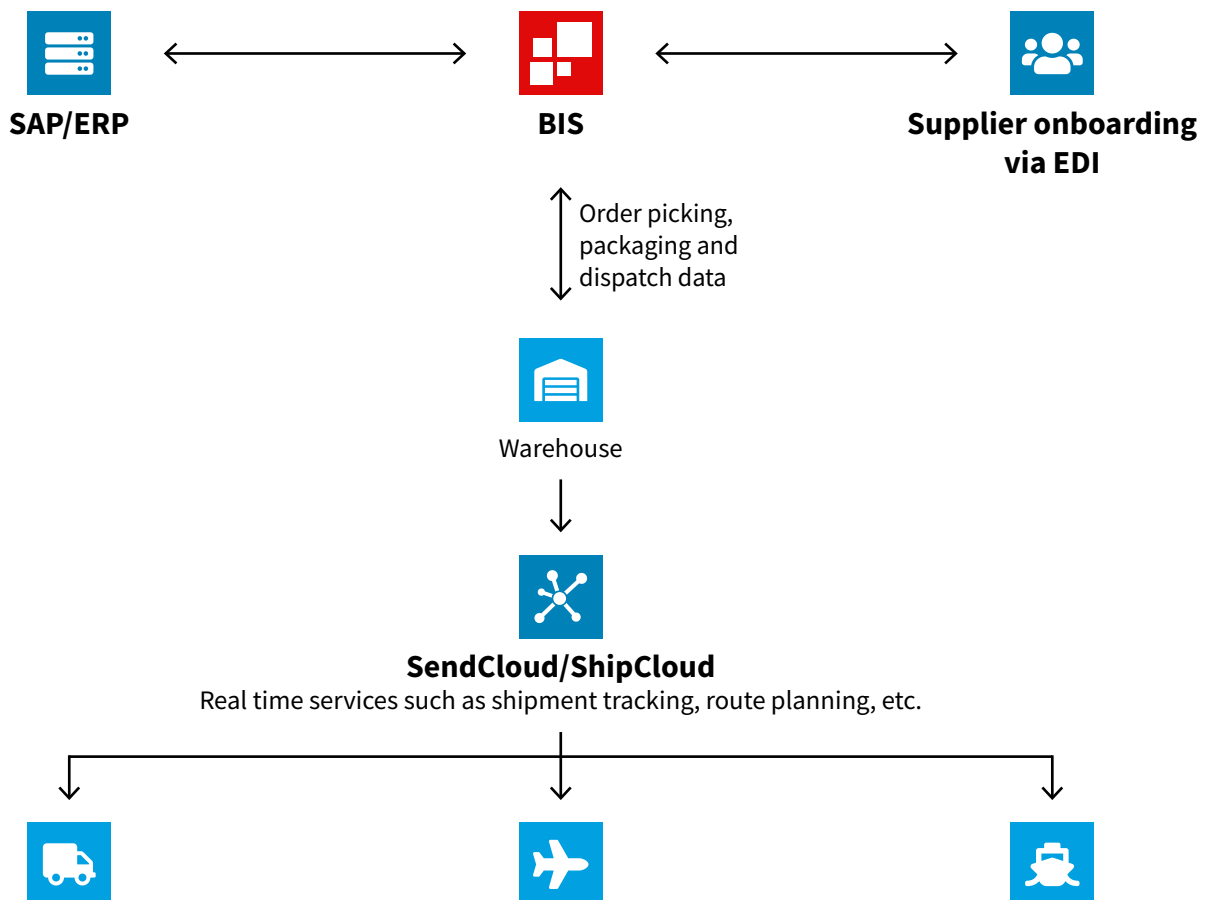
Challenge

The electronics retailer's B2B capability for EDI was unstable, costly to maintain, used end-of-life products and relied too heavily on custom code. Additionally, MFT capabilities were spread across multiple platforms and difficult to manage.

It took the retailer two months to onboard a new supplier, resulting in increased buffer inventory and missed service level targets.

Solution and Benefits

To support future growth and digital fulfillment demands, the retailer chose the SEEBURGER Business Integration Suite (BIS) Platform to replace all legacy EDI, B2B and MFT applications and implement an automated supplier onboarding solution. The BIS Platform enabled them to:

+ Standardize EDI on a central, cloud-based platform
+ Reduce supplier onboarding from two months to less than one week
+ Eliminate the cost of custom code maintenance
+ Consolidate MFT capabilities into one flexible integration platform
+ Implement order validation to increase direct business value through greater visibility, real-time monitoring, workflow management and efficient onboarding practices
+ Integrate business applications efficiently

SAP/ERP ⟷ **BIS** ⟷ **Supplier onboarding via EDI**

Order picking, packaging and dispatch data

Warehouse

SendCloud/ShipCloud
Real time services such as shipment tracking, route planning, etc.

Customer success stories – Food retailer

A large European food retailer and wholesaler with thousands of stores and tens of thousands of employees has a vast network of partners, suppliers and customers within its ecosystem. This requires a wide array of communication and integration patterns that the retailer relies on for logistics, inventory and much more.
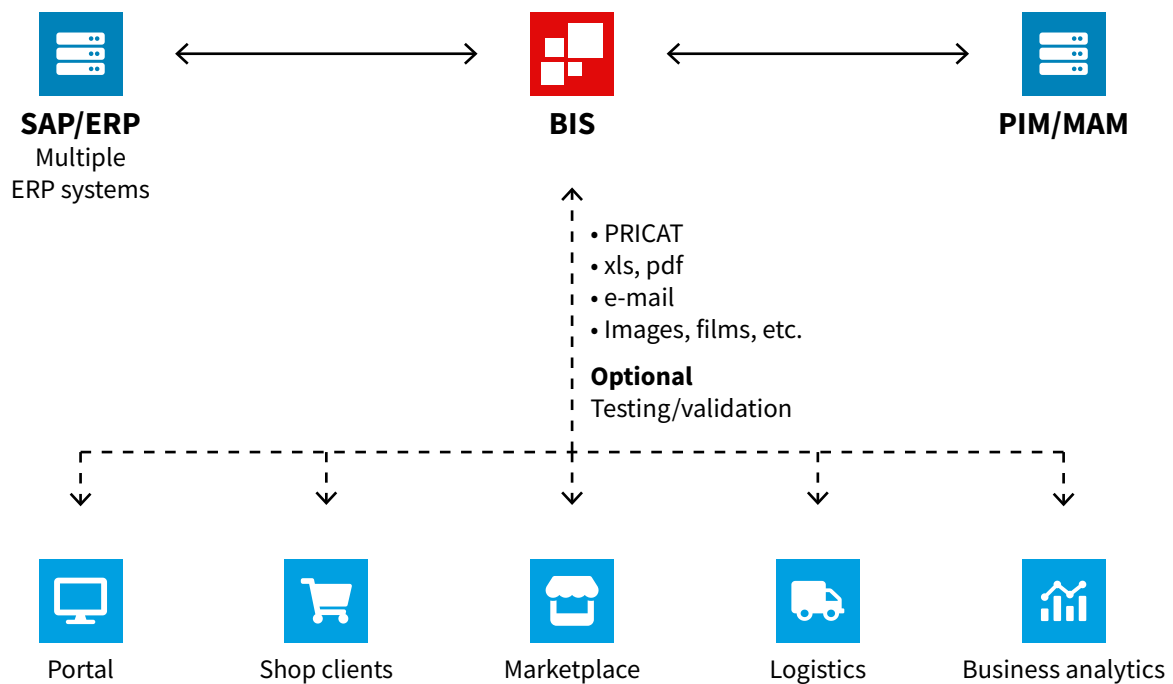
Challenge

The retailer started using the BIS Platform more than 10 years ago for some of its integrations and has been strategically moving more integrations to the platform since, both in the cloud and on-premises. They also had several other integration solutions, including one that was complex and expensive to maintain and use.

When the retailer had a problem with a critical part of that solution, they needed a custom fix and the software company could not provide it for them. The retailer had to find another solution.

Solution and Benefits

The retailer chose SEEBURGER to replace the solution. It was a long-term project with multiple SEEBURGER consultants on site for migration. Now, every communication across the retailer's ecosystem runs over the BIS Platform, and BIS handles synchronization of the company's website.
With BIS, the retailer can:

+ Use one platform for any integration style with MFT, B2B/EDI, EAI/A2A, API, IIoT and Automation capabilities and E-Invoicing services
+ Save costs on maintenance and resources
+ Rely on one platform for communication with partners, sister companies and stores
+ Continue to scale as the company grows

SAP/ERP
Multiple ERP systems

BIS

PIM/MAM

- PRICAT
- xls, pdf
- e-mail
- Images, films, etc.

Optional
Testing/validation

Portal　　　Shop clients　　　Marketplace　　　Logistics　　　Business analytics

Customer success stories – Clothing, furniture and décor retailer

With over 5,000 stores and multiple brands around the globe, this clothing, furniture and décor retailer has a major online and in-person presence and a primary focus on sustainability. The retailer has been using BIS Managed File Transfer (MFT) and B2B/EDI capabilities for several years, with thousands of integrations across applications, stores, partners and customers.

Challenge

As a satisfied customer already using the BIS Platform capabilities and services, the company came to SEEBURGER when they needed help with their customs data exchange. They were using a competitive solution to help manage all the customs data required to ship goods back and forth to countries across Europe. If there was an issue with the data, the ship or truck trying to cross the border into a different country would be stuck at the border for hours – or even days – until the source of the problem could be found, fixed, changes could be sent and the goods could pass customs.

These types of delays can be costly, because when goods do not arrive as expected, production schedules can be thrown off course and projected sales can be missed.

Solution and Benefits

With the BIS Platform, the retailer can:

+ Utilize one platform for MFT and B2B/EDI integrations
+ Stay up to date on customs requirements per country
+ Rely on SEEBURGER for fast, reliable service
+ Ensure goods arrive to the right place at the right time

Connect   Automate   Innovate

An integration platform is the key to harmonizing complex connections between clouds, applications, and people.

Get the power of security and agility with the world's most scalable integration platform, the BIS Platform, so you can focus on delighting your customers throughout their retail journeys.

How SEEBURGER Helps Retail Businesses

Retail Business Challenge	Solution	Results
Achieving real-time visibility into inventory across multiple locations.	Integration of real-time data transfers (APIs) and batch data transfers to and from suppliers (EDI), in addition to ERP integration (SAP, Oracle, Infor, etc.), in one unified platform that secures the continuous flow of customer data.	Synchronized real-time inventory and product information provides accuracy across all sales channels.
Connecting the retail journey from start to finish while securing customer data across multiple sales channels.	Integration of warehouse, logistics, ERP and CRM systems, as well as your online and physical stores.	Consistent, uninterrupted and secure communications create a trusted retail experience that builds brand awareness and customer loyalty.
Developing a successful strategy for connecting new and legacy systems on-premises, in the cloud or in a hybrid environment.	Integration of key retail app-lications and legacy systems in a hybrid integration platform that connects a diverse set of back-end systems (warehouse, order management and fulfill-ment) and supports B2B/EDI, API and MFT capabilities.	Access all of your data anywhere in real time, enabling maximum process efficiency, business agility and less maintenance.
Cost-effective migration to the cloud.	Integration of core business applications and services designed to work in your choice of cloud, including AWS, Azure and GCP, and is deployed as an iPaaS or Fully Managed Service to reduce IT effort and cost.	Connect everything, faster, with ready-to-use content for ERPs, CRMs, databases and more, and accelerate your retail business in any cloud.

SEEBURGER – Why We're Different

Secure connections. Process automation. Agile innovation. Discover the integration possibilities with SEEBURGER. Leverage SEEBURGER's proven expertise with connecting and integrating the retail value chain to create seamless shopping experiences.

+ Reach customers over all retail channels

+ Ensure that product is always in stock

+ Personalize the customer experience

+ Automate P2P processes

+ Get real-time supply chain visibility

It's all possible with omnichannel integration capabilities powered by the BIS Platform — deployed in any cloud, in a hybrid environment or on-premises.

The BIS Platform integrates all your retail value chain business processes to ensure product availability and product visibility so that you can deliver what matters most to your retail customers.

Would you like to learn more about our retail industry solutions?

> SEEBURGER Retail Solution

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 cloud-based BIS Platform, anyone can leverage SEEBURGER's proven expertise with connecting and integrating the retail value chain. Reach customers over all retail channels, ensure that product is always in stock, personalize the customer experience, automate P2P processes and get real-time supply chain visibility.

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.

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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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