# SEEBURGER
## BUSINESS INTEGRATION



# Pneuhage goes Omnichannel –
# With the BIS6 to the customer on all channels

The Pneuhage Group is a leading tire service company operating in both the wholesale and retail sectors. The tire industry has two main peak seasons – March to April and October to November. It also requires swift and secure processing of orders and subsequent processes.

Pneuhage is pursuing a consistent omnichannel strategy in order to reach its customers optimally. In addition to operating its own online shops, it is connected with various marketplaces and online portals on which dealers and retail customers can order tires of all kinds and book services.

After many years of positive experience with the BIS5, Pneuhage decided to update its environment to the BIS6 in order to be able to react flexibly and dynamically to current and future market requirements.

The BIS6 provides an opportunity to map all business-relevant processes on a central platform. Both classic EDI communication with the Group's suppliers and data interchange with online sales channels are handled by the BIS6.

The new architecture of the BIS6 provides Pneuhage with an integrated solution that can handle a much higher data throughput, especially in the peak season.

Along with further advantages such as Web-based monitoring for specialized departments (BIS Message Tracking) and proactive messaging in the event of an error (alerting), the new platform offers numerous security mechanisms. They include PGP data encryption (PGP), the Key Store Manager for certificate management and, as additional options, encrypted messaging protocols (SFTP, FTPS, HTTP(S)), BIS Secure Proxy and much more. Furthermore, a wide range of configuration options are provided by the EAI solution and the new debugger is available for mapping development.

> *The BIS6 provides an opportunity to run both EDI and EAI and MFT on a central platform.*