



## ZELERIS successfully implemented SEEBURGER Business Integration Suite as central B2B/EAI integration hub

ZELERIS (Telefónica Servicios Integrales de Distribución, S.A.U.), is a Telefónica Group company specialized in the provision of logistics, domestic and international transportation services both for individuals and businesses.

ZELERIS operates in the market since 1999 and in 2014 reached 407 million euros in turnover. As prominent figures, in 2014 6.5 million shipments were delivered and 1 million warehouse orders prepared. ZELERIS has a customer base that includes several of the most important companies in Spain in the fields of e-commerce and distance selling and is the main logistics supplier for Telefonica Group in Spain. ZELERIS is also the main wholesaler and distributor of mobile devices for Telefonica Group in Spain.

ZELERIS makes huge transmissions of files and documents on a daily basis and requires a robust integration platform to speed up processes and provide better customer service. ZELERIS needed to address certain aspects of the digital administration of its processing, ordering and billing. All of these have different formats so it is necessary to have a working system that allows interaction between them regardless of their format, which can be CSV, TXT or XML. ZELERIS decided

to partner up with SEEBURGER and the SEEBURGER Business Integration Suite (BIS). With BIS it was also possible to integrate several specific ZELERIS systems that previously operated as separate islands and are now connected by information bridges, which opened up for customization and integration of ZELERIS systems and those of customers and providers. This led to immediate automation of processes, resulting in significant savings in time and money.

Workflow and process monitoring also plays an important role to ensure control and knowledge of the status of a process and the potential problems that could arise. ZELERIS use SEEBURGER Message Tracking for monitoring and the system reports incidents by itself. This means that they can be resolved as quickly as possible. The benefits are twofold: a faster response and time savings.

Tasks that had previously been a drain on human resources have been streamlined. Processes that required a specific team to work on monitoring and performance have been automated. All of these improvements are accompanied by cost savings and have strengthened ZELERIS position to face the challenges in the market.

*“To anybody wondering why a company might want to work with a platform like SEEBURGER’s, there is a simple answer: for the product. The product is what stands out in the equation; it is what marks the turning point and allows a company to adopt a competitive edge and offer services to meet demand.”*

*José Antonio Peco, Systems Manager, ZELERIS*