SEEBURGER and Oracle

Automating Global Collaboration

Trading partner collaborative processes are critical in today's environment of highly competitive local demand and increasingly global supply, which requires faster and more automated processes. Electronically connecting and collaborating with partners is vital to thriving in this complex, demanding environment. This is the foundation of SEEBURGER's and Oracle's partnership, which offers organizations of every size a turnkey solution to achieving seamless, automated trading partner collaboration.
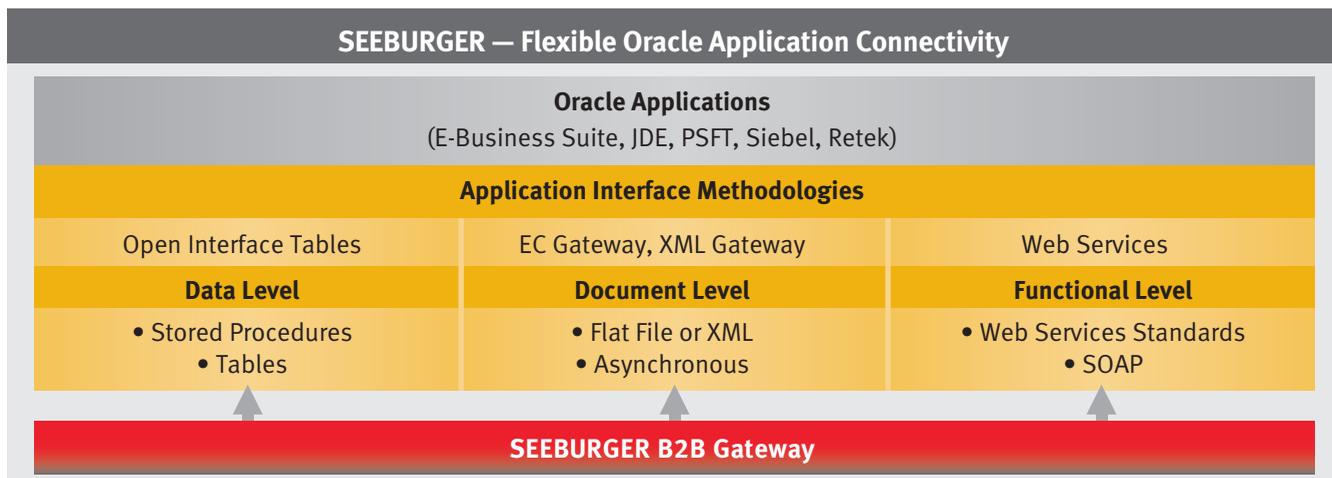
As global collaboration proliferates, the amount of business transactions and general information sharing increases. To this end, ERP must extend beyond the four walls of an enterprise and be electronically accessible to all trading partners within and across the extended supply chain. To facilitate these transactions, Oracle and SEEBURGER have created a robust B2B Gateway solution that removes both complexity and cost from business integration and trading partner enablement.

The SEEBURGER Business-to-Business (B2B) Gateway allows organizations to connect to external partners regardless of their electronic maturity. Business transactions sent over traditional EDI, XML, the Internet, Portals, or faxes can be directly integrated into any Oracle application at the data, document or functional level with no manual intervention.

SEEBURGER's B2B Gateway integrates with Oracle applications to give businesses pinpoint control over events, responses, exceptions, and rules. The end result? An agile business able to identify and respond to events in near real time—reaping such benefits as increased sales, faster time-to-market, and higher service levels—without incurring high communication costs.

Strategically, automating partner collaboration helps to reduce or eliminate supply chain disruptions. Such disruptions are costly, including 33-40% lower stock returns relative to benchmarks, 11% growth in cost, and 7% lower sales growth. By automating the exchange of business documents and offering rule-based control of exceptions, SEEBURGER and Oracle alleviate supply chain bottlenecks.

SEEBURGER — Flexible Oracle Application Connectivity		
Oracle Applications (E-Business Suite, JDE, PSFT, Siebel, Retek)		
Application Interface Methodologies		
Open Interface Tables	EC Gateway, XML Gateway	Web Services
Data Level	**Document Level**	**Functional Level**
• Stored Procedures • Tables	• Flat File or XML • Asynchronous	• Web Services Standards • SOAP
SEEBURGER B2B Gateway		

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BUSINESS INTEGRATION
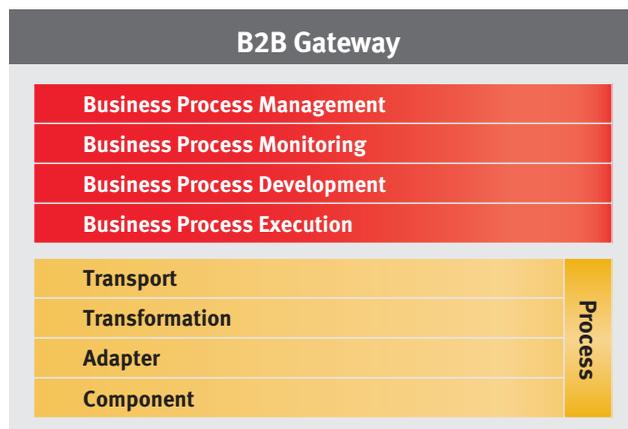
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SEEBURGER's integration flexibility addresses the connectivity needs of all Oracle customers, regardless of size, industry, or legacy environment. With a comprehensive suite of adapters and connectors, SEEBURGER easily integrates with all versions of the Oracle E-Business Suite, JD Edwards, PeopleSoft, Siebel or Retek applications. For example, SEEBURGER integrates with:

- Oracle's XML Gateway
- Oracle Fusion via Web Services
- Oracle Fusion via JMS
- EC Gateway (flat file)
- Direct DB2 access for J.D. Edwards on AS/400
- Additional modules for: Advanced Queuing (Oracle AQ), i-Procurement Connector, Siebel's Integration Object API, PeopleSoft's Java Message Client Agent and Component Interfaces

SEEBURGER's flexible service oriented architecture also supports connectivity to non-Oracle applications, extending capabilities to mixed-environment companies without multiple translation/gateway products.

Enterprise applications increasingly depend on data from partners: inventory updates from suppliers, forecasting information from retailers, and feedback from service chain partners. SEEBURGER B2B Gateway automatically integrates this vital information directly into an enterprise's applications, regardless of partners' electronic capability.

Benefits Summary

- SEEBURGER and Oracle keep up with industry developments, most recently building a B2B/EDI package for automotive and high tech, and collaborating on RFID initiatives. SEEBURGER supports all Oracle applications and platforms, including the newer Web services interfaces and the Fusion Middleware model.

- SEEBURGER supports any global EDI or XML standard, flat file structures, database structures as well as canonical models including pre-defined Business Object Documents (BODs) based on OAGIS. This simplifies collaborative processes, such as sending purchase orders, processing invoices, synchronizing shipment scheduling, and disbursing RFQs. SEEBURGER and Oracle standardize the integration of business transactions.

- SEEBURGER supports every level of partner collaboration, including lower-cost hub & spoke engines and Web portals for companies without the IT staffs or budgets to support end-to-end integration.

- For companies requiring assistance in onboarding partners or otherwise managing B2B infrastructures, SEEBURGER provides a full range of services grounded in over 25 years of experience serving more than 8,500 customers worldwide.

B2B Gateway

Process
Business Process Management
Business Process Monitoring
Business Process Development
Business Process Execution
Transport
Transformation
Adapter
Component

B2B Portal

Partner Integration
Integration Services (WS, TS, AS)
Integration Monitoring
Self Enablement
Web Application
Business Activity Monitoring
Business Process Analytics
Business Process Reporting
Data Source Integration

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