



Connectivity and Onboarding for the Oil, Gas and Chemical Industry

Drive Change and Fuel Innovation with SEEBURGER

Innovate, Grow and Stay Competitive

Today, as oil, gas and chemical companies continue to see abundant supply and low prices that have altered the state of the industry, there is mounting pressure for higher profits. These new realities, in addition to demands for innovation, alternative fuels and reduced carbon emissions, are forcing companies to go digital and take advantage of newer technology. Digitalization for oil, gas and chemical companies in most cases is slow to start, though it presents important opportunities, including new efficiencies, improved operations and better business results. In fact, according to Deloitte, “As it is in many other industries, digital innovation is proving a powerful disruptor to oil, gas, and chemical companies, driving everything from apps for on-demand fuel delivery to blockchain IDs in cars that facilitate automatic toll, parking, and fuel payments.”¹

All of this is dependent on collaboration and communication – internally between your employees both in the far reaches of the field and in-office, externally with partners, and system-to-system. Therefore, integration with and onboarding of business partners is more important than ever.

Onboarding Matters

Onboarding business partners, customers, service and logistics providers, and trading partners is often a lengthy process that requires communication and coordination of tasks, with phone calls and emails back and forth internally, and with the partner. Once the partner connection is established, maintaining the information and data quality also takes time and effort both sides are reluctant to spend, which can easily result in outdated, incomplete information. And, for smaller partners that do not have EDI capability, the onboarding process can be difficult and even impossible.

Adding onboarding improvements and self-service capabilities can enable you to:

- ✔ Efficiently and cost-effectively onboard all partners.
- ✔ Manage your entire ecosystem.
- ✔ Improve overall customer service and meet the expectations of your customers.
- ✔ Eliminate the time IT and sales staff spend on manual steps related to onboarding and keeping partner data up to date.
- ✔ Audit and track all changes to partner data, including their approvals, to ensure accuracy and speed.

1) *The Wall Street Journal*, “Digital Fuels Transformation in Oil & Gas Sector, Rachael Goydan, Geoffrey Cann, [deloitte.wsj.com](https://www.deloitte.wsj.com), Feb 10, 2020.

How Can Onboarding Improvements Affect My Company?

Improving what can be extremely time- and effort-intensive onboarding and maintenance practices can affect companies and industries differently.

Here are some possible impacts:



Energy and Utilities

- > Automation of supplier and vendor onboarding
- > Automatic collection and maintenance of partner information
- > Self-service portals for B2B/EDI compliance
- > Improved data quality by using predefined compliance checks (e.g. for ANSI X12 or EDI message types)
- > B2B directory for master-data management



Oil, Gas and Chemicals

- > Automation of customer, supplier, vendor, hauler and logistics partner onboarding
- > Automatic collection and maintenance of partner and customer information
- > Self-services to maintain partner master data including certificates
- > Improved data quality by using predefined compliance checks (e.g. for PIDX and CIDX message types)

Whatever your company’s approach, and with your own goals in mind, you may want to know:

- How can we reduce onboarding time and costs?
- How can we improve business relationships?
- How might we attract new customers with our onboarding practice?
- How can we ensure our business partner data is up to date?
- How can we reduce operational costs with regards to partner onboarding and management?

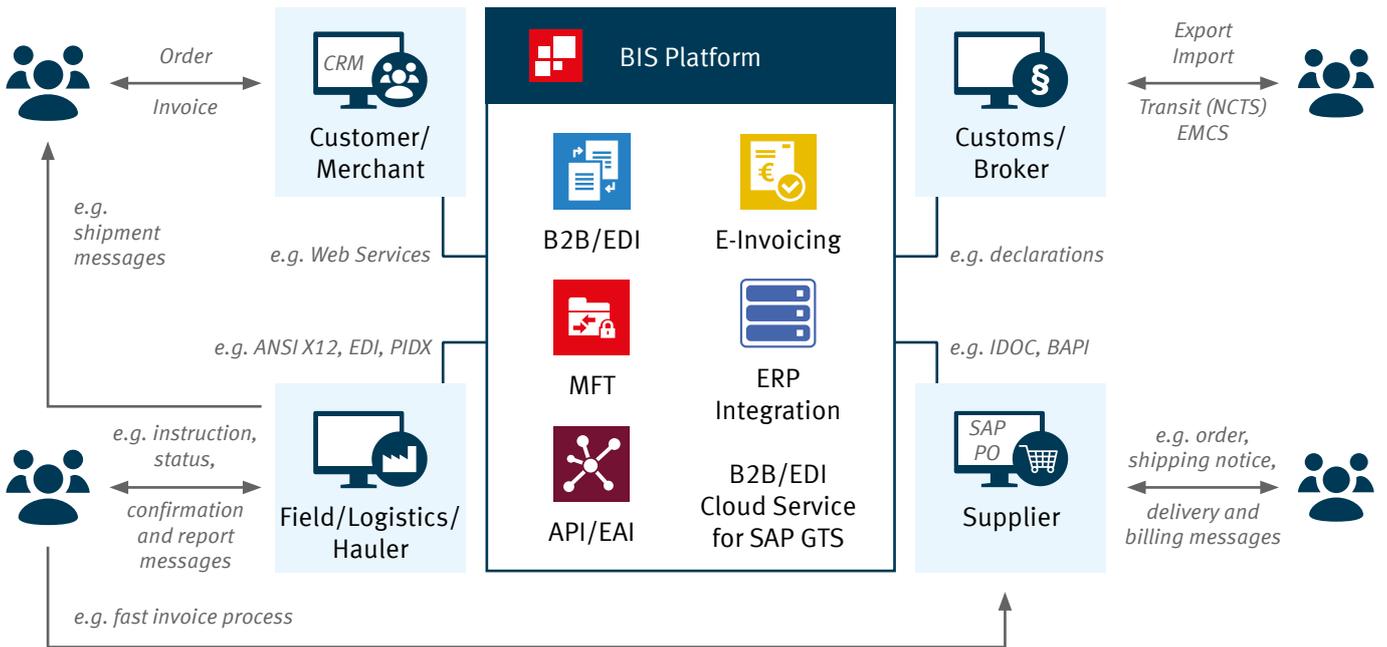


SEEBURGER’s solution solves a huge business pain. It gives us a simple to use solution to connect carriers to our ERP system. It helps us to integrate carrier data quicker and speed up our shipping process. We were able to reduce the efforts for onboarding and maintaining carriers by 80% compared to the previous years.



Hans-Dieter Reichert, Solution Architect Logistics, Grace

SEEBURGER Onboarding Solutions and Services



SEEBURGER for the Oil, Gas and Chemical Industry – suppliers, customers, partners, brokers, logistics, field and EAI

With the SEEBURGER platform, you get access to a variety of tools and services that can help you onboard and maintain partner information. These include:

Multiple connectivity options

Whatever your needs and capabilities are, SEEBURGER helps you connect with everyone – customers, suppliers, partners, brokers, logistics and field services, via AS2, RosettaNet, email or any other communication channel.

Predefined mappings

We have thousands of reusable maps that help reduce implementation costs and shorten project runtimes. Our recommended approach is based on a double conversion, which includes partner and process mapping via our canonical SEE-XML format. This gives you a higher flexibility for future changes on either your systems or the partner's. Our mapping team spans multiple countries, which enables them to create new or individual maps in a very short time frame. And rest assured, their knowledge of conversions and mappings is unmatched.

Digital solutions for onboarding

For organizations with a large number of partners that have standardized maps and communication channels, SEEBURGER Community Management Application (CMA) helps to onboard and manage their partners through self-services for testing and much more.

APIs and efficient customer onboarding

Onboarding APIs are essential for providing your customers and business partners flexibility during changes within their own organizations. For a modern and future-proof architecture you need to offer, consume and manage APIs. Through SEEBURGER BIS APIs you can provide on-demand services to your customers and partners that help with onboarding, connectivity testing, data validation, compliance checks and more. Having these self-service APIs also reduces the time and effort spent by your IT operations to support customers and partners.

Provisioning endpoint with SEEBURGER services

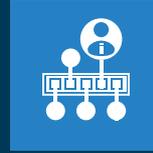
To integrate with remote business partners that have no secure communication, encryption or conversion capability, SEEBURGER offers a lightweight, standalone endpoint. The endpoint provides a secure, reliable connection for managing data transfers from your business integration hub to any of your internal systems or customers and business partners.



SEEBURGER Professional Services

SEEBURGER Professional Services bring together proven methodologies, tools, best practices and hands-on experience to turn your investment into success, through:

- **Customer Success and Enablement**
Achievement of your goals through technology adoption focused on your desired business outcomes
- **Architecture and Design**
Design and planning of your digital business, IT strategy, processes and future-proof architectures
- **Implementation**
Implementation and services based on proven methodology and best practices
- **Operational and Application Management**
Effective integration and management of your daily operations for your cloud and/or on-premises platform
- **Platform Consolidation and Migration**
Consolidation of costly, outdated systems with low to no impact to the SEEBURGER platform with our agile business services



Trading Partner Services

Our Trading Partner Services Team is a dedicated team that handles all your partners and connections and provides:

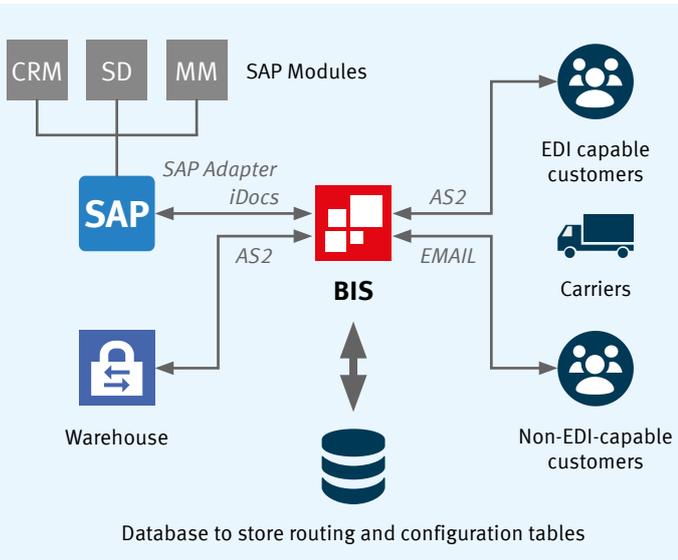
- An interface between your business integration team and your trading partners
- A support hotline for you and your trading partners
- Proactive/reactive error handling
- Immediate error analysis/research for trading partner via the support hotline
- Help defining and developing customized maps
- Direct contact with SEEBURGER integration experts
- Service Management – a dedicated contact person for your company



SEEBURGER Oil, Gas and Chemical Industry Use Cases

Chemical Companies

Chemical companies choose SEEBURGER BIS to help them modernize and go digital. A common concern of chemical companies is getting both their largest and smallest partners onboarded within a short time frame.



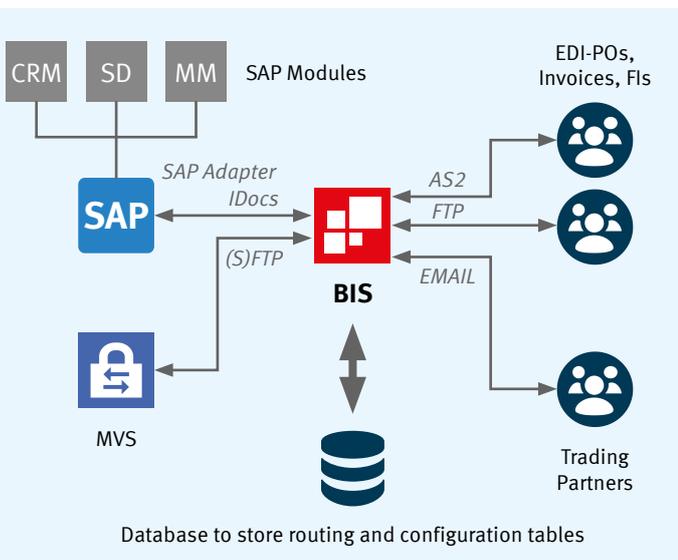
An example architecture for a chemical company

SEEBURGER BIS helps chemical companies to complete projects such as:

- Integrate SAP, managing all B2B communication with carriers and haulers while providing monitoring and visibility
- Onboard all carriers / logistic service providers of all sizes quickly, including testing
- Implement a solution for small, non-EDI-capable carriers based on PDF and CSV files
- Create conversions/mappings for various messaging scenarios from SAP IDOC to shipment messages, confirmations and execution messages (e.g. IFTMIN, IFTSTA, IFTMBC)
- Simplify the mapping and configuration process, enabling faster and efficient partner onboarding
- Meet the company’s strong security compliance requirements

Oil and Gas Companies

Oil and gas companies often use SEEBURGER BIS to modernize their infrastructure for easier data exchange with partners.



An example architecture for an oil and gas company

SEEBURGER BIS helps oil and gas companies to:

- Integrate to SAP and manage all B2B communication while providing monitoring and visibility
- Connect to logistics service providers and EDI service providers for various messaging scenarios, as well as order, delivery and invoice processes
- Simplify their mapping and configuration process, enabling faster, more efficient partner onboarding
- Migrate from their legacy system to the new BIS platform using SEEBURGER’s migration switch and compare tool, which provides full visibility to the entire migration process
- Reduce TCO and get faster time-to-market by eliminating manual map testing

Overcome Onboarding and Partner Management Obstacles With SEEBURGER

As an oil, gas and chemical industry organization, communication and data exchange are critical for your business. With partners of all sizes and levels of technical ability, in addition to limitations you may have for connecting and onboarding, you need flexible solutions. With SEEBURGER solutions and services, you can meet the needs of your company for data exchange with all types of partners.

Contact us today at seeburger.com/contact to learn more.

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The SEEBURGER solution has improved efficiency in our dealings with customs, so that we are able to improve on-time deliveries to our customers and spend less time with manual processes.

Implementing and running the solution, working with SEEBURGER has been easy, their support is helpful and we look forward to continuing our relationship into the future.

”

Bruno Hennuy, Manager, Global Trade Compliance Operations, Albemarle

About SEEBURGER

SEEBURGER is a global leader in business integration offering innovative business solutions on a unified, agile and scalable suite that is designed to meet the most common integration scenarios securely and reliably, including B2B/EDI, MFT, EAI and API. SEEBURGER's industry-leading solutions are available on any cloud, as hybrid or on-premise deployments. SEEBURGER enables more than 10,000 customers to combine business practices across diverse industries in 50+ countries.

For more information visit www.seeburger.com

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BUSINESS INTEGRATION



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