



SEEBURGER Business Integration Suite (BIS)

Making HAAF Digital With Strategic Integration Company-Wide

Considering the development of the transport and logistics industry over the last few decades, the HAAF Group has undergone essential change. With the constantly increasing demands on innovative logistics companies, the HAAF Group has transformed substantially – from a local forwarder to a Europe-wide jumbo specialist, and most recently to a transport-related contract logistics provider.

Today, in the age of Industry 4.0, HAAF is on its way to becoming an individual solution provider for which speed and service, based on current information technologies, are paramount.

Paperless data exchange via the BIS platform drives automation

For decades, communication by telephone or fax has been the predominant method of order processing in the logistics industry. However, electronic processing has become critical, especially in logistics, where goods have to be moved quickly from A to B. In order for HAAF to stay competitive, business processes need to be digitalized and integrated via a central data hub.

By introducing the SEEBURGER BIS platform, HAAF managed to implement the following scenarios in a short time:

- **Digital entry of transport orders**
Near complete integration of transport orders, delivery notes, and invoices from different systems in various formats
- **Efficient warehouse management**
Ability to receive data electronically into the integrated warehouse management system and control preparation and dispatch of goods per customer orders

The SEEBURGER BIS logistics solution was a perfect fit for a medium-sized company like HAAF right from the start. All modern communication channels and EDI formats are included. Because of its modular structure, BIS can grow and change as HAAF grows and changes in the future.

About HAAF

As a jumbo specialist in transport-related contract logistics, HAAF has been making the goals of our automotive, chemical, construction materials and packaging industry customers their business for seven decades now. Today, HAAF is continuing to drive the development of their group of companies with entrepreneurial energy, readiness to invest, owner-managed organizational structures, and a team that is committed to growing the business.

The HAAF Group of companies has its registered office in Römerberg and is active throughout Europe as a logistics industry specialist from 8 sites with a total logistics area capacity of over 130.000 m² and more than 160 company-owned jumbo vehicles. Their customers' goals will become those of their dedicated crews from among 300+ employees in three business areas – jumbo transports, intermodal solutions, and stationary contract logistics.

<https://haaf.de/en>

Integration of logistics processes via EDI and API interfaces

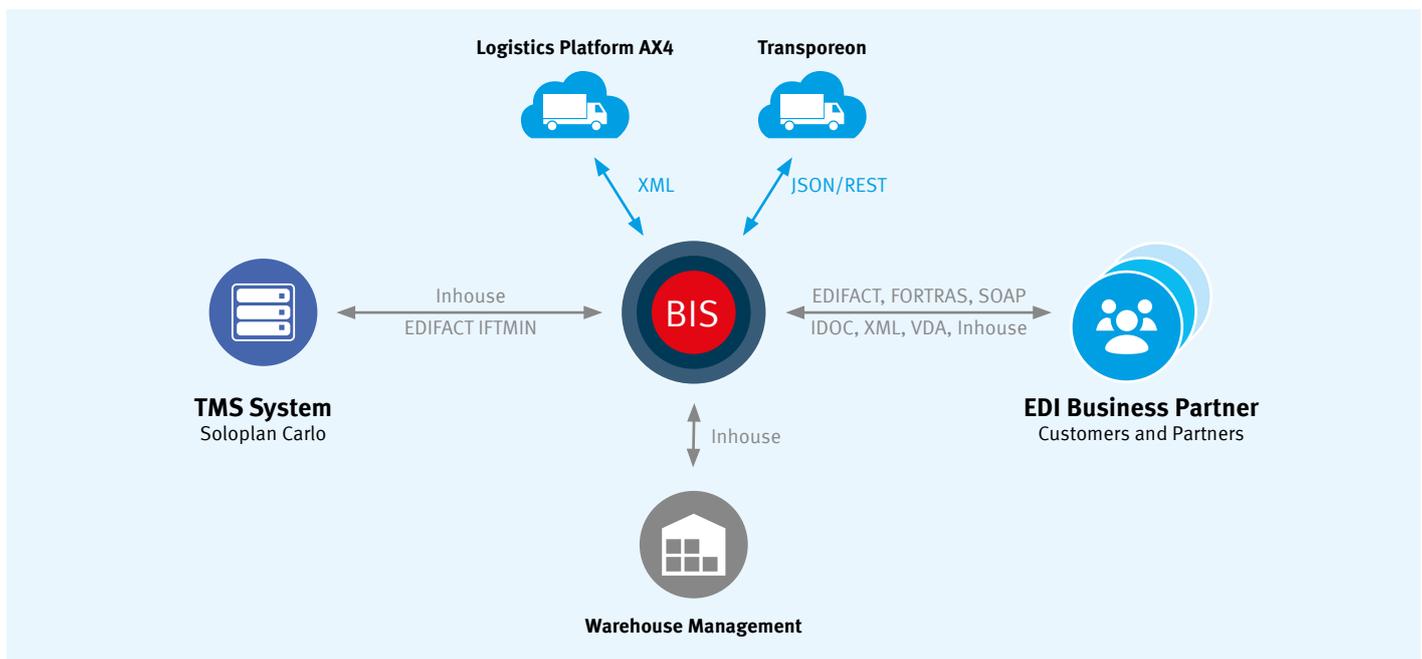
Cloud and web applications offer the opportunity for HAAF to digitally connect small- and medium-sized customers and to make processes more efficient. With SEEBURGER BIS, integration of the applications and EDI processes on one platform allows digitalization from end-to-end. BIS enables HAAF to implement the following systems and business processes:

- TMS system Soloplan Carlo, integrating all business processes using in-house format, converted from EDI or XML data, PDF documents and fax, to phone-based, raw data entry via online forms
- AX4 web order application including order integration via XML
- Transporeon cloud platform offering order entry via XML as well as REST API interfaces (coming soon)
- Connecting customers and business partners via EDI for the standardized data exchange of a wide range of business processes
- Warehouse management offering up-to-date, transparent processes for incoming and outgoing goods by synchronizing all master and movement data in real time

SEEBURGER BIS prepares HAAF for upcoming EDI requirements as well as for future state-of-the-art data transfer methods.

Benefits for HAAF

- Fast onboarding of new customers from different industries
- Seamless integration of logistics systems and processes
- Simple handling of different means of data transfer
- Easy handling of increasing order volume
- Transparent monitoring of data streams throughout the company



Integration of HAAF logistics applications with the SEEBURGER BIS platform

“ Today, the only way to cope with the constant change in logistics is to implement efficient processes and new technologies, and to always be open to innovations.

With the introduction of SEEBURGER BIS, we have been able to digitalize our order entry by 90% – and are now on the way to implementing further logistics processes relating to real-time capability and service orientation via the BIS API Solution. ”

Ulrich Nonnenmacher, HAAF Spedition GmbH & Co. KG, IT Strategy and Project Management