



SEEBURGER B2B/EDI Cloud Services

Henkel and SEEBURGER Continue Successful Global Cooperation in Latin America

To meet the global requirements of their digitization strategy, Henkel has been consolidating SAP® ERP systems and legacy EDI solutions in waves for several years as part of the company's Horizon project – a global initiative that works with local and regional initiatives to drive efficiencies and standardization. As part of this initiative, SEEBURGER established connectivity between Henkel's global SAP system and more than 1,000 customers, logistics warehouses and service providers in various regions of the world with SEEBURGER B2B/EDI Cloud Services.

Migration and consolidation in Latin America

Particularly in Latin America, EDI environments show dependency on providers and isolated solutions without support. The complexity of B2B business data exchange has increased over the years due to specialized local formats and requirements as well as customer-specific developments.

After evaluating all possible options, Henkel selected SEEBURGER as their strategic partner for B2B/EDI integration tasks in Latin America. Henkel chose SEEBURGER for their efficient and high-quality solution, service-level agreement and positive project experience in former Horizon phases.

About Henkel

With well-known brands such as Dial, Persil, Schwarzkopf and Loctite, Henkel is a leading supplier in consumer and industrial business and operates in three business sectors: Laundry & Home Care, Beauty Care and Adhesive Technologies. With 50,000 employees, Henkel is active worldwide and present in all major growth markets.

www.henkel.com

Smooth transition despite numerous country-specific challenges

With the transition to SEEBURGER B2B/EDI Cloud Services, Henkel overcame all challenges and is seeing these benefits:

- A high degree of standardization, achieved by using double conversion, has led to a significant simplification of the interface logic in Henkel's SAP system.
- Existing implementations from other regions are being reused as templates.
- Well-established business processes with SEEBURGER and their global SAP support team for EDI interface operations are enabling Henkel to operate seamlessly in Latin America.
- SEEBURGER has made connecting local VAN providers easy, even with project implementation in different time zones and languages and different teams spread across Latin America.

In the next Horizon phase, Henkel will integrate another major company acquisition in Latin America into their global processes, and SEEBURGER will be responsible for implementing the B2B/EDI connections.

“ Due to the great collaboration and excellent preparation between the SEEBURGER and Henkel teams throughout the project lifecycle, we achieved a smooth transition, unifying SAP EDI connections and processes in Latin America.

It's important to highlight that the region presents huge complexity due to country diversity, customer particularities and government e-invoice specific rules, and those considerations intensify this achievement.”

Pedro Rondelli, Digital Business –
EDI One!GSC Horizon 7.2+
AGAVE PASD Team, Henkel dx

