

# SEEBURGER

## BUSINESS INTEGRATION

### SEEBURGER Wins 2007 Outstanding Supplier Award at Annual Meeting of Chinese Manufacturing CIOs

Also Honored in China Manufacturing Industry Product Recommendation Index



SEEBURGER Inc. announced today that it was awarded 'Outstanding Supplier, Chinese Manufacturing Industry of 2007' honors during last week's Chinese Manufacturing CIO Forum 2008 hosted by E-Works. The awards program recognizes CIOs, service vendors, products and practitioners who have made an outstanding contribution or achieved impressive business results for the Chinese manufacturing informatization industry.

SEEBURGER also earned a listing in E-WORKS' 2007 'Excellence in Informatization, China Manufacturing Industry Product Recommendation Index' for its highly scalable B2B platform. SEEBURGER products simplify the process of automating supply chain relationships, integrating internal applications and performing associated tasks such as business activity monitoring, enabling the largest and most advanced electronic data interchange (EDI) and business-to-business (B2B) implementations in the world.

“This award showcases the success of our efforts to bring modern information systems to the Chinese supply chain, localize those systems, and provide the necessary support from assessment to implementation,” said Mr. James Hatcher, Managing Director of SEEBURGER Asia Pacific Ltd, who also spoke at the conference. “Chinese manufacturers are recognizing the importance of these initiatives in achieving efficiencies as well as cost benefits.”

A leading provider of global business integration solutions since 1986, SEEBURGER opened dedicated China market offices in Shanghai in 2006 to meet local market needs more efficiently. With this expansion of its Hong Kong-based Asia Pacific division, the company has been active in assisting Chinese enterprises in utilizing today’s advanced IT infrastructures to optimize supply chain management.

In its first full year of operations in China, SEEBURGER has successfully helped manufacturers including Beijing Benz-Daimler Chrysler (BBDC), Murata Shanghai and Autoliv China achieve best-practice supply chain integration using the latest in B2B, EDI and other communication applications. One of its first projects, a complex implementation that enabled BBDC to become the first car factory in China to implement full Just-in-Sequence operations, earned ‘Best Supply Chain IT Solution 2007’ honors from the China Supply Chain Council last November.

A major innovation in the BBDC project was the use of SEEBURGER’s WebEDI Automotive Partner Portal to automate communications with more than 150 smaller local suppliers lacking ERP systems or sufficient BBDC volume to justify a conventional EDI setup. The portal enables suppliers to view and respond to messages generated by BBDC’s SAP system or third-party logistics provider (3PL) and is fully double byte-enabled for Chinese language use. In addition, an integrated barcode generator produces AIAG B10 compliant barcode-readable labels to enable automated goods receipt at BBDC’s warehouse.

“Although the number of Chinese manufacturers utilizing B2B applications is still limited, the application of IT informatization systems has been



gradually improving, and B2B integration applications will become a major player in dealing with business operations,” said E-WORKS CEO Dr Huang Pei in granting SEEBURGER’s Outstanding Supplier award at the Chinese Manufacturing CIO Forum. “SEEBURGER’s B2B integration solution is unique because it accommodates all industrial and regional-specific data standards and communication protocols, provides a single easy-to-maintain solution that uniquely spans the entire supply chain, and is fully customized and targeted for the needs of the Chinese market.”

SEEBURGER was the only B2B integration solution provider to be recognized at the event.

#### About SEEBURGER

SEEBURGER is a leading provider of global business integration solutions designed to optimize transactions throughout the extended enterprise by automating trading relationships with all partners regardless of their size and technical resources. Launched in 1986 to provide integration solutions to the automotive industry in Germany, the company today is ranked among the top business-to-business gateway providers by top industry analysts, and serves more than 7,000 customers in more than 50 countries and more than 15 industries through its flagship B2B Gateway and related products and services. SEEBURGER has global offices in Europe, Asia Pacific and North America, including a China office that opened in 2006. For more information, visit [www.SEEBURGER.com](http://www.SEEBURGER.com)

#### About E-WORKS

e-works acts as a bridge between government, manufacturing enterprises and IT application vendors by offering a forum for information exchange and cooperation. e-works also provides knowledge, information, cases on e-works portal. In five years, e-works has attracted over 350,000 members, 78% of whom are manufacturing industry professionals and experts.

e-works’ annual Appraisal of Chinese Manufacturing IT Application is the most authoritative panel and recognition program in the IT application area of Chinese manufacturing, with participation by many of the leading top experts in the field. The annual event allows enterprise IT experts to share their knowledge and experience of the current state of the outstanding vendors and products, and practical applications in order to speed construction and improve the efficiency and effectiveness of IT application of Chinese manufacturing.