

SEEBURGER

BUSINESS INTEGRATION

SEEBURGER & Quantum Announce Strategic Partnership for China

**Broadens availability of SEEBURGER's market-leading
supply chain integration solutions in Chinese market**



SEEBURGER announced today that its award-winning business-to-business integration platform is now available to manufacturers and logistics providers in China through a strategic partnership with Quantum Asia Solutions Ltd., a leading Chinese ERP and SCM reseller and systems integrator. The relationship expands SEEBURGER's presence in the Chinese market, broadens Quantum's product portfolio, and gives Chinese enterprises easier access to SEEBURGER's advanced solutions for automating trading relationships throughout the supply chain.

Under the agreement, Quantum will provide sales support and implementation services for SEEBURGER's B2B integration products, which are used by more than 7,500 companies around the world to streamline supply chain communications by exchanging purchase orders, shipping notices and other trading messages between customers and suppliers electronically. In addition, SEEBURGER will collaborate with Quantum to tailor each deployment to the specific trading needs and business processes of each organization.

The partnership will allow Quantum, the premier strategic partner in China for INFOR Company's manufacturing and logistics supply chain application software, to expand its suite of offerings for existing customers, reach a wider customer base, and enhance its competitive strength and growth in the B2B services industry. SEEBURGER in turn expects to significantly increase its market penetration in China through Quantum's extensive knowledge of the local market, strong customer relationships and professional services capabilities.

The agreement will also enable Quantum to use SEEBURGER's enterprise application integration (EAI) functionality to link Quantum's own warehouse management, transportation management, enterprise portal, data exchange and enterprise resource systems into a fully integrated environment. When combined with SEEBURGER's full-featured B2B gateway, this will equip Chinese enterprises with a seamless solution for managing core business operations as well as trading relationships. Quantum can also deploy SEEBURGER's B2B platform for customers using SAP or any other major ERP system.

Quantum chose SEEBURGER as its B2B strategic partner because of the firm's broad product portfolio, over two decades of B2B experience in multiple industries, full range of connectivity options for trading partners of all sizes, and ability to support all global data standards and communications protocols in a single B2B platform.

"With the rapid development of global informatization, ERP and warehouse management systems are widely used in enterprises all over the world, and many manufacturing enterprises in China are beginning to realize how important it is to utilize B2B integration applications to enhance their supply chain response capabilities," said Mr Ben Liu, General Manager of Quantum Asia Solutions. "This partnership will give our clients a best-of-breed B2B integration solution that can support any ERP environment or global trading partner scenario, and fulfil even the most complex B2B informational needs."

"Quantum promises to play an important role in accelerating the adoption of our B2B integration platform in China, both through their sales organization and their implementation team," said Mr. Henrik Heidemann, SEEBURGER's SVP Sales and BD Overseas, at the signing ceremony in Shanghai on Thursday. "This relationship will build on our existing office and implementations in the Chinese market to quickly establish SEEBURGER as the B2B platform of choice – just as we are virtually everywhere else in the world."

Added Mr. James Hatcher, Managing Director of SEEBURGER Asia Pacific, "B2B integration plays a critical role in optimizing the supply chain. It not only saves time, reduces errors and enables just-in-time and just-in-sequence operations by automating communications between customers and suppliers, but it also integrates those messages into the enterprise's ERP and other business systems to ensure a smooth, accurate information flow. Quantum is well-equipped to demonstrate the benefits of B2B integration in general and SEEBURGER in particular, so this partnership will benefit the entire Chinese manufacturing and logistics community."



SEEBURGER entered the Chinese market less than two years ago and has already earned Best Supply Chain IT Solution honors from the China Supply Chain Council for deployment of a complex Electronic Data Interchange (EDI) system at BeijingBenz-DaimlerChrysler Automotive Ltd. (BBDC), the first automobile factory in China to implement full just-in-sequence operations.

At BBDC, the SEEBURGER system has automated communications with more than 150 parts suppliers, marking a major accomplishment in a country where EDI is used only on a very limited basis. The system utilizes traditional and online portal-based SEEBURGER solutions, and it integrates third-party logistics provider (3PL) messaging as well as AIAG B10 compliant barcoding for suppliers, making it China's first fully integrated automotive supply chain management infrastructure.

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 7,500 customers in more than 50 countries and more than 15 industries through its flagship Business Integration Server 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, please visit www.SEEBURGER.com or www.SEEBURGER.cn for Chinese language.

About Quantum Asia Solutions Limited

Since Quantum Asia Solutions Ltd (www.qt-asia.com) opened business operations in Shanghai, the company has been dedicated to providing the most optimized ERP and logistics supply chain solutions for enterprises that are committed to the pursuit of fast-growing business operations. Its full package of solutions includes Power WMS/TMS, Infor WMS and Infor Visual ERP. Quantum provides quality services to help customers utilize advanced technology to achieve supply chain efficiencies.