

## IDC PERSPECTIVE

# Integration Challengers: SEEBURGER Combines B2B with iPaaS Capabilities

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## EXECUTIVE SNAPSHOT

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### FIGURE 1

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#### Executive Snapshot: SEEBURGER – An Integration Challenger

How companies buy integration is changing to be alongside either business applications or cloud platform providers or pure-play automation vendors. Many pure-play vendors are adding adjacent automation capabilities to their platforms to deepen the business impact that solutions provide, giving rise to many integration challengers. As organizations look to consolidate the number of tools used in enterprise automation strategy, many are looking at solutions that can serve multiple business needs in one tool.

#### Key Takeaways

- SEEBURGER is an established and leading player in business automation and business-to-business (B2B) integration that has now added API-based integration into its business integration platform.
- SEEBURGER's API-integration management service was established in 2016. The API-integration management service can be used in conjunction with SEEBURGER's existing automation capabilities and their BIS platform or used as a standalone product.
- SEEBURGER's dual focus on B2B and API-based integration allows for complete integration coverage when used in conjunction, allowing for a more unified integration overview.

#### Recommended Actions

- Determine if a hybrid platform that combines B2B with API-based integration is a good fit to advance the holistic automation strategy of the company.
- Consider SEEBURGER's mix of B2B to API integration support. SEEBURGER is a leader in the B2B integration space and an experienced API integration vendor. A large part in picking a strong integration solution is ensuring its scenarios and format mix align well with the organization's needs.
- Evaluate if SEEBURGER's API-based integration capabilities are suitable to meet business needs, particularly for lower-complexity integration scenarios. Low-code, reusability, and premade connections help to allow for faster automation processes with more personas able to engage in a fusion of business/IT teams.

Source: IDC, 2023

## SITUATION OVERVIEW

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How organizations are buying integration is changing. Recent IDC research shows that interoperability of different automation technologies with niche capabilities is a key barrier to success. In addition, when it comes to selecting an integration tool, many buyers look first to a familiar vendor – one they have a pre-existing relationship with, for either compute or application services. In response, pure-play vendors are broadening their offerings to include additional and adjacent automation capabilities outside the scope of their traditional offerings. These vendors are challengers to the integration market. Many of these new solutions do not fit the traditional integration molds. They are neither enterprise integration platforms covered in formal market evaluations nor innovative start-ups, but rather a third category – the pivoting platform players.

IDC has predicted that the total integration market is set to double by 2026. This explosive growth will not come from only traditional integration scenarios and personas. As this market expands, the third major category, with a much less strict definition than the other two, has the potential to solve automation challenges in new ways that solve changing needs of technology buyers. Pivoting platform players are a mix of well-established companies, often working in related fields such as MFT, EDI, cloud, business automation that have pivoted their platforms to include integrated platform as a service (iPaaS) and API integration capabilities, either organically or through acquisition/replatforming.

While these integration challengers may not yet have all the same integration capabilities compared with more established integration platforms, they do share experience in related fields and have larger pools of resources for platform development in common than many of the best-in-breed start-ups, and many offer "good enough" capabilities when the value of more interoperability between automation capabilities with broader appeal to a wider audience of developers is considered.

This IDC Perspective discusses SEEBURGER and is part of a series of profiles on integration challengers.

### Company Overview

SEEBURGER is a private company with its primary revenue from its Business Integration Suite (BIS). SEEBURGER was founded in 1986 with the launch of its first EDI solution for the automotive industry, later expanding its coverage to other industries in 1993. By 2001 SEEBURGER had begun moving to position itself as a B2B integration provider to increase the capabilities of its offerings to handle increasingly complex management processes for the quickly developing interactive ecommerce environment. Here are some quick facts about SEEBURGER:

- **Product name:** Business Integration Suite
- **Product version:** BIS 6.7
- **Headquarters:** Bretten, Germany
- **Employees:** 1,000+
- **Global footprint:** 12 subsidiaries and a partner network spanning 50 countries
- **Industry focus:** Automotive, utilities, financial services/payments, healthcare and pharma, consumer goods and manufacturing, logistics, retail, and oil and gas
- **Deployment options:** On premises, public cloud, private cloud, SEEBURGER Cloud, and hybrid
- **Pricing model:** Perpetual licensing, subscription, and pay per use/on demand

- **Key partners:** T-Systems, DXC, Infosys, Accenture, Wipro, and HCL
- **Public customers:** MoneyGram, Würth, iTL Logistics, Huf, DRÄXLMAIER, Puma, Samsonite, Henkel, Lyreco, Osram, KBC, and Nordea

Continuing to develop and expand its solutions, SEEBURGER began to gain momentum leading to the addition of the Business Integration Suite to its strategic product road map in 2010 to expand integration and monitoring capabilities. This move to embrace a single platform strategy was a transformative decision for SEEBURGER as the majority of existing solutions at that time followed best-in-breed approaches to its offerings.

## Company Strategy

SEEBURGER has heavily prioritized the expansion of its company footprint overall, with emphasis on bringing together and expanding a unified platform, as well as expanding its physical footprint with new international offices and service coverage.

- **Platform unification strategy:** With the release of the BIS in 2010, SEEBURGER began its journey of platform unification for business integration. This strategy has continued to 2023 with continued updates and expansions to the BIS with specific emphasis on transformative updates such as BIS 6.7 released in 2019.
- **International expansion:** SEEBURGER has targeted international expansion as a major strategic goal since 1997. Since its founding, SEEBURGER has expanded its coverage to three regions – the Americas, Europe, and the rest of Asia/Pacific – and continues to expand in all three of these regions. Currently, SEEBURGER has its strongest presence in its home region of Europe with its second most supported region being the Americas. SEEBURGER's Americas expansion began with an Atlanta office in 1998, followed by an office in Phoenix, AZ, in 2015. In 2021, the most recent operation was established, in Chennai, India.

## Business Integration Suite

SEEBURGER's Business Integration Suite aims to provide users with tools to integrate across public and private clouds, SEEBURGER cloud, as well as on premises or in combination. SEEBURGER BIS allows users to select their integration scenarios when establishing their subscription, also selecting for user numbers and deployment type. This breadth of coverage is owed, at least in part, to SEEBURGER's platform pivot strategy, as the company has been able to leverage much of its existing B2B integration and data management capabilities, including a workflow, process, and automation engine that enables the support for different integration use cases. Pivoting from B2B integration to API integration gives SEEBURGER a possible head start against newer integration software providers, and many pivot integration challengers, as SEEBURGER was already involved heavily in EDI and other B2B integration solutions.

SEEBURGER BIS includes an Eclipse-based development studio, with tools and services for mapping, data integration, debugging, testing capabilities, and more. In the SEEBURGER Cloud, packaged integration processes and ready-to-use cloud services for B2B/EDI, WebEDI, API, MFT, E-Invoicing, Peppol, and vertical solutions, such as utilities are available on demand. BIS also has an extensive repository and catalog of preconfigured trading partner connections including content such as maps, business processes, and trading partner profiles. Today, this catalog includes close to 20,000 prebuilt and proven mappings and trading partner profiles, including support for various industry verticals.

The user design of SEEBURGER's BIS platform is meant to enable a wide range of developer personas by prioritizing configuration capabilities for integration versus code-based development. This approach is quickly becoming a table stakes expectation regardless of developer persona. While today these configuration-based integrations are largely used for common integration scenarios across mainstream business applications, new AI capabilities will quickly increase developer expectations on the complexity of scenarios an integration solution should be able to handle, as users prioritize integration speed over the ability to create more custom solutions.

## API and Application Integration

SEEBURGER offers API and EAI integration as its B2B integration technologies with several other legacy tools also available on the platform for internal integration. SEEBURGER's API capabilities allow for real-time, manageable data exchange and monitoring through the SEEBURGER API life-cycle management solution. The two core components of SEEBURGER BIS API are the BIS API Gateway and the BIS API Portal/Manager. The BIS API Gateway acts as a standard API gateway accepting and verifying API calls for routing or translation to internal systems or interface calls. Through this gateway mechanism, internal interfaces can be decoupled from published APIs, therein eliminating dependency. SEEBURGER maintains 77 premade connections covering commonly used software as a service (SaaS) applications, interfaces and protocols, business services, and cloud services including Salesforce, SAP, Oracle, ServiceNow, Google pub/sub. SEEBURGER also supports a wide range of communication protocols on its platform with over 60 provided as ready-made "adapters." SEEBURGER's adapter library contains all industry standard protocols out of the box including REST, web services, HTTPS, IBM MQ, Amazon S3, and more.

Customers and partners can build their own connectors depending on the complexity of the endpoint via graphical low-code creation in Business Process Execution Language (BPEL) as an activity (building block) based on generic standard adapters or in Java with the Adapter SDK. The platform is also completely REST enabled, which can be utilized by any third-party commercial software or services, including for OEM usage.

BIS also supports event-driven architecture through asynchronous APIs allowing for streaming capabilities. Several examples of supported async-APIs are Kafka, Pulsar, and ActiveMQ. SEEBURGER's support of event streaming capabilities aligns the company with a growing trend in the integration industry as customers increasingly face work cases best supported by event-driven architectures.

## Legacy Integration Capabilities

SEEBURGER supports asynchronous B2B integration for batch processing including managed file transfer (MFT) and electronic data interchange (EDI). SEEBURGER MFT seeks to enable users to share large-scale files quickly, securely, and with full visibility to authorized stakeholders. SEEBURGER EDI provides management capabilities for B2B document exchange through the BIS B2B gateway. The SEEBURGER BIS gateway allows users to control the routing and processing of messages between businesses. This is supported by SEEBURGER management tools such as SEEBURGER Community Management Application, including forms, templates, and processes intended to simplify onboarding, including self-services, or the BIS WebEDI supplier portal. Additional back-end integration services include enterprise resource planning (ERP) (SAP, Oracle, MS Dynamics, Infor, and more) connections to further unify internal business governance and connect internal systems to ERP services, deployed on premises or in the cloud.

## ADVICE FOR THE TECHNOLOGY BUYER

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Organizations that have both integration needs as well as B2B data exchange needs should consider SEEBURGER BIS. Some key considerations when evaluating SEEBURGER are detailed in the sections that follow.

### Differentiator

- **Legacy and B2B environments:** SEEBURGER has a heavy mix of capabilities for legacy integration technologies and modern integration needs supporting both internal and B2B integration. By supporting these varied forms of integration as well as supporting both legacy and current deployment styles, SEEBURGER has set itself up well as a platform appealing to a wide range of potential customers with needs ranging from trending event-driven streaming use cases to far more legacy EDI B2B needs.

While SEEBURGER does have a very broad range of integration services on a hybrid capable platform, it will need to continue to innovate and converge further on the emerging industry norms for capabilities. Customers exploring legacy and current standard integration tools will likely find a good fit with SEEBURGER, while potential customers that require more advanced or emerging integration capabilities should be prepared to consider other options.

### Challenge

- **Low-code capabilities:** In the integration industry, there has been a growing drive to implement low-code/no-code capabilities for API creation and other elements of connectivity automation. This is part of a movement to democratize automation practices in the face of developer shortages and economic pressures. SEEBURGER is increasingly investing in low code, with road-mapped improvements for low code and no code as well as its current focus on multipersona configuration capabilities on its current platform, but currently is somewhat behind standard.

## FUTURE OUTLOOK

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SEEBURGER has strong potential to accelerate integration modernization for businesses that need to modernize their total approach to integration. SEEBURGER's success will depend on its ability to deepen its iPaaS capabilities and its ability to demonstrate strong ROI and business outcomes for clients that leverage these complementary technologies.

## LEARN MORE

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### Related Research

- *IDC Innovators: Integration and API Management Tools and Technologies, 2023* (IDC #US49316822, March 2023)
- *IDC MarketScape: Worldwide Cloud Integration Software and Services (iPaaS) 2023 Vendor Assessment* (IDC #US50244723, February 2023)
- *2023 Connectivity Automation Investment Priorities in Economic Volatility* (IDC #US49936522, December 2022)
- *Worldwide Intelligent Process Automation Market Shares, 2021: Accelerating Growth Despite Consolidation* (IDC #US48015722, June 2022)

## Synopsis

This IDC Perspective profiles integration vendor SEEBURGER, a challenger in the integration market. SEEBURGER has had a strong presence in the business-to-business (B2B) integration market for years. But as organizations rethink their approach for more holistic solutions to integration both inside and outside the company, new types of integration vendors are being considered. This document explores the Business Integration Suite (BIS) platform's evolution from B2B integration vendor to holistic integration vendor, including application integration capabilities. Finally, it also outlines the product features, differentiators, and challenges that buyers should consider when evaluating the product.

According to Shari Lava, research director, Automation, "Organizations can no longer afford to think only about data movement in silos. Companies need solutions that can seamlessly manage data movement both inside and outside the organization. SEEBURGER BIS may be a good fit for organizations with heavy B2B integration needs and typical application integration needs."

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