



Arçelik

SEEBURGER EDI Full Managed Cloud Services

Strategic importance of Supply chain in profitability, growth and path to realize Arçelik's vision

To meet global customer needs, Arçelik has purchasing offices in 8 countries and a dynamic purchasing organization structure for material supply from 2,000 direct sources in 55 countries. On the distribution side, end customers have an omnichannel experience with numerous retailers offering Arçelik products and services worldwide.

To fulfill Arçelik's vision of rejuvenating themselves and their industry to become a trusted lifestyle solutions provider to the digital household, the company is modernizing and consolidating its brand-specific IT architecture to pave the way:

Cloud Services for connection of SAP/ERP, Retail and Logistics Partners

A new global EDI strategy was essential for Arçelik's business renewal in Europe. EDI processes are vital business operations – from handling orders to invoices to logistics processes. With a Cloud Service, the operation, maintenance and security of the EDI platform are out-sourced without any customer effort.

Arçelik selected SEEBURGER's EDI Fully Managed Cloud Service based on analyst recommendations, strong presence in core markets, low risk migration methods and expertise in SAP integrations with the launch of these initiatives:

- **EDI Migration to SEEBURGER Cloud:** Setup of international trading processes; migration of 10 wholesaler connections from the legacy EDI providers; on-boarding of 15 new connections for Beko Grundig and Elektrabregenz, in shortest time due to vast mapping repository
- **SAP Consolidation:** SEEBURGER Consulting supported the consolidation of the Beko and Grundig SAP ERP instances with new data structures between the new ERP and the SEEBURGER Cloud in less than four months without any business interruption

The legacy EDI and SAP systems were operated in parallel for a short period before a phased switch off as the reliability of the SEEBURGER Cloud was proved.

About Arçelik

Today, with over 40,000 employees throughout the world, 12 brands (Arçelik, Beko, Grundig, Blomberg, Elektrabregenz, Arctic, Leisure, Flavel, Defy, Altus, Dawlance, Voltas Beko), sales and marketing offices in 48 countries, and 28 production facilities in 9 countries, Arçelik offer products and services to many regions of the world.

Since September 2020, the Beko and Grundig sales organisations in Germany have been operating under the umbrella of Beko Grundig Deutschland GmbH, which is also the central headquarters for the Altus, Blomberg and Elektrabregenz brands in Austria, Switzerland, the Benelux countries and Scandinavia.

Arçelik is part of Koç Holding A.Ş., the only Turkish company in the Fortune Global 500. Koç Holding has leading positions with strong competitive advantages in energy, automotive, consumer durables and finance sectors.

www.arcelikglobal.com/en

SEEBURGER Cloud Migration and Integration Strategy

The SEEBURGER Cloud service technology has a double conversion architecture to decouple the integration of ERP and EDI partners. Because standard, existing partner mappings were available and only the SAP process configuration was customer specific, this substantially reduced the risks and the customer disruption for both the EDI migration and SAP consolidation projects. At the same time, it greatly compressed the delivery timelines. When Arçelik in a few years transition to SAP S/4HANA they will again realise the same benefits.

The SEEBURGER Cloud integrates:

- Arçelik SAP R/3 system via IDoc with the consolidated Beko Grundig instance to support the merging of the German sales organizations into one company
- All EDI processes replacing the legacy MS BizTalk System and Datagroup Cloud Services
- Internal Document Archive Solution via FTP
- Customers such as Amazon, EDEKA, Media Saturn, Metro, and Otto for more than 15 processes in any formats; including WEEE (Waste of Electrical and Electronic Equipment) product data transfer to retailers
- Global logistic for all shipping services; including returns of defective goods in the form of web services by the creation of an order in SAP, picking up and delivering of a new product

In future, SEEBURGER Cloud will integrate numerous business processes of further brands in many countries.

Benefits for Arçelik

- ✓ Smooth EDI migration including seamless merging of systems and mappings
- ✓ Agile, scalable and secure Cloud service
- ✓ Stable base for future growth
- ✓ Maximum flexibility thanks to double conversion feature
- ✓ Managed service with global support
- ✓ Extensive EDI and SAP knowledge at customer's disposal
- ✓ WEEE compliance ensured

“ EDI is at the heart of our business and will continue to grow. Choosing SEEBURGER as our global EDI partner was the right decision. ”

Nihal Nabioğlu Çilingir, IT & System Development Manager, Beko Grundig Germany

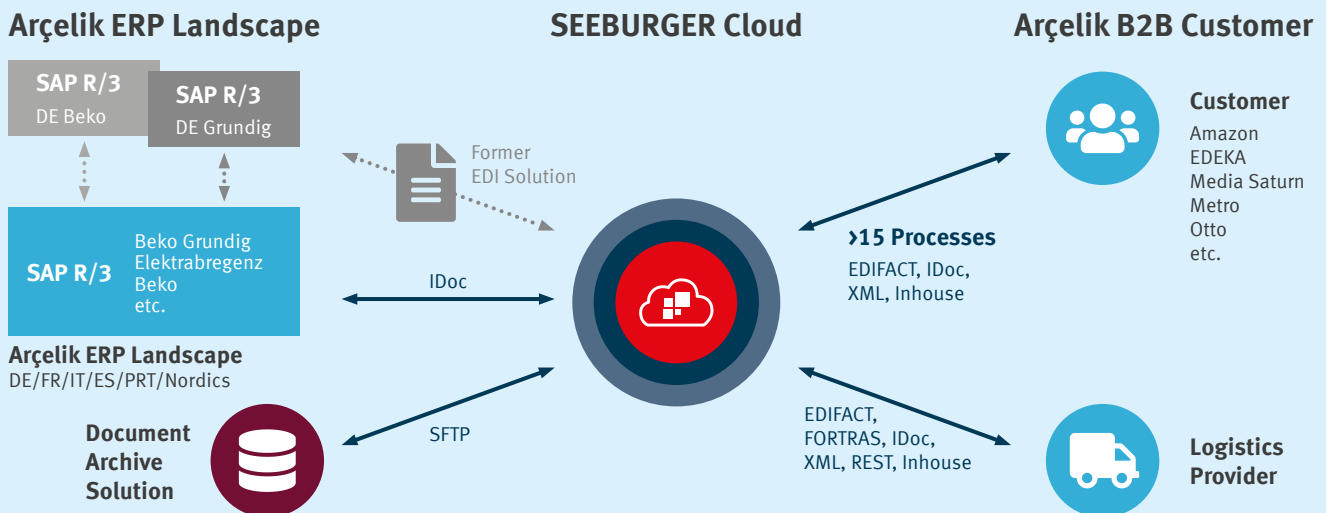


Figure: Arçelik connects European retail and logistics partners via SEEBURGER EDI Full Managed Cloud Services

“ We now have a powerful B2B/EDI platform, and the service experience is pretty much perfect. The new system went live on time, and our customers and partners hardly noticed the changes behind the scenes. The SEEBURGER consultants are responsive, knowledgeable and committed, providing added value in our migration projects. ”

Erinç Karabay, EDI Specialist, Beko Grundig Germany