



Whitepaper

# 5 Reasons Why You Need Harmonized Retail Connections

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## Harmonizing Your Connections

Today, consumers expect retailers to share immediate item availability, order status and shipping updates, while securing their data throughout the entire shopping experience.

That's where "harmonized connections" come into play. Harmonized connections are the result of seamlessly integrating all sales channels by enabling both real-time data transfers (APIs) for consumers and batch data transfers to and from suppliers (EDI), along with ERP integration, using one unified platform that secures the continuous flow of data.

The right integration solution harmonizes the EDI connections that maintain your distribution centers and store inventory, and the API connections that allow customers to do everything else:

- ✔ search for products
- ✔ review products
- ✔ purchase products
- ✔ receive real-time notifications of discounts, loyalty points and product purchases
- ✔ decide how to receive merchandise – home delivery or store pick-up

Harmonizing the connections in your retail journey, and ensuring consistent, uninterrupted API and EDI integration, builds loyalty and brand awareness. That's what a harmonized retail experience is all about!



# 5 Reasons Why You Need Harmonized Retail Connections

## 01 Accelerate real-time visibility into your supply chain.

- ✔ Ensure that your online quantities match your warehouse and store inventories.
- ✔ Quickly receive inventory and moving goods at the right location at the right time.

## 02 Reduce costs.

- ✔ Increase efficiency with automation to reduce the reliance on manual processing and improve response times.
- ✔ Decrease retail shrink and prevent fraud by increasing real-time visibility into your inventory.

## 03 Increase data security.

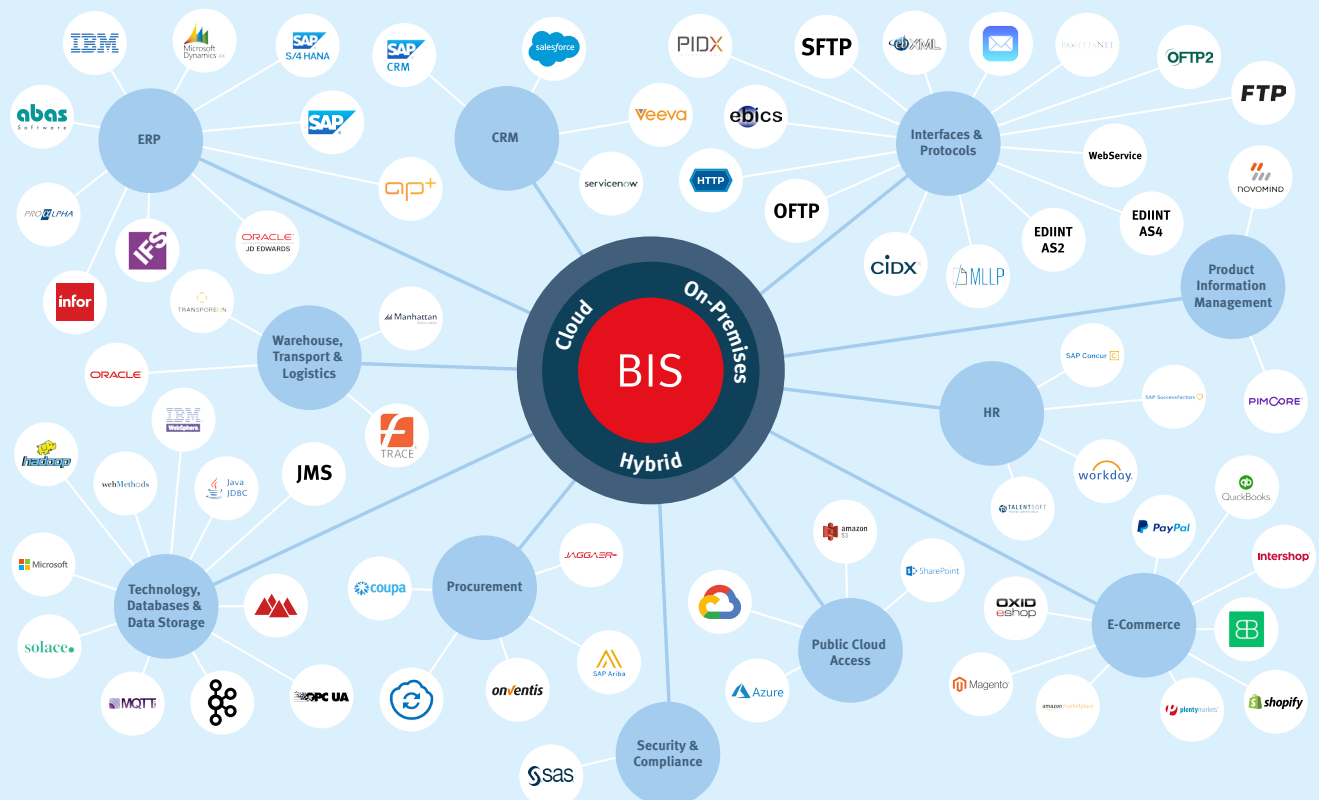
- ✔ Ensure the secure, continuous flow of data with one, unified integration platform, giving you greater opportunity to build trust with your customers and alleviate concerns about data collection and data breaches.

## 04 Optimize the entire customer journey.

- ✔ Integrate key retail applications and systems to connect the customer journey – from online ordering to in store and drive-up fulfillment to rewards redemption and personalized offers.
- ✔ Use data analytics from connected devices to gain insight into customer preferences and buying habits so you can effectively enhance the customer experience, improve engagement and market new products faster.

## 05 Create a future-proof architecture.

- ✔ Choose a reliable and scalable hybrid integration platform that helps ensure a consistent and trouble-free buying experience – now and tomorrow, as consumer buying patterns continue to evolve.
- ✔ Use connectors to power your integrations, and replace legacy-system friction points with seamless customer touchpoints to delight your customers and build stronger brand loyalty.





## Major success stories

How did three large **retailers** harmonize their **connections** to create the seamless **shopping experiences** that consumers expect



# Electronics retailer

A major electronics retailer had not focused on digital transformation, and consequently, many of its customers started buying online from e-tailers.

## Challenge

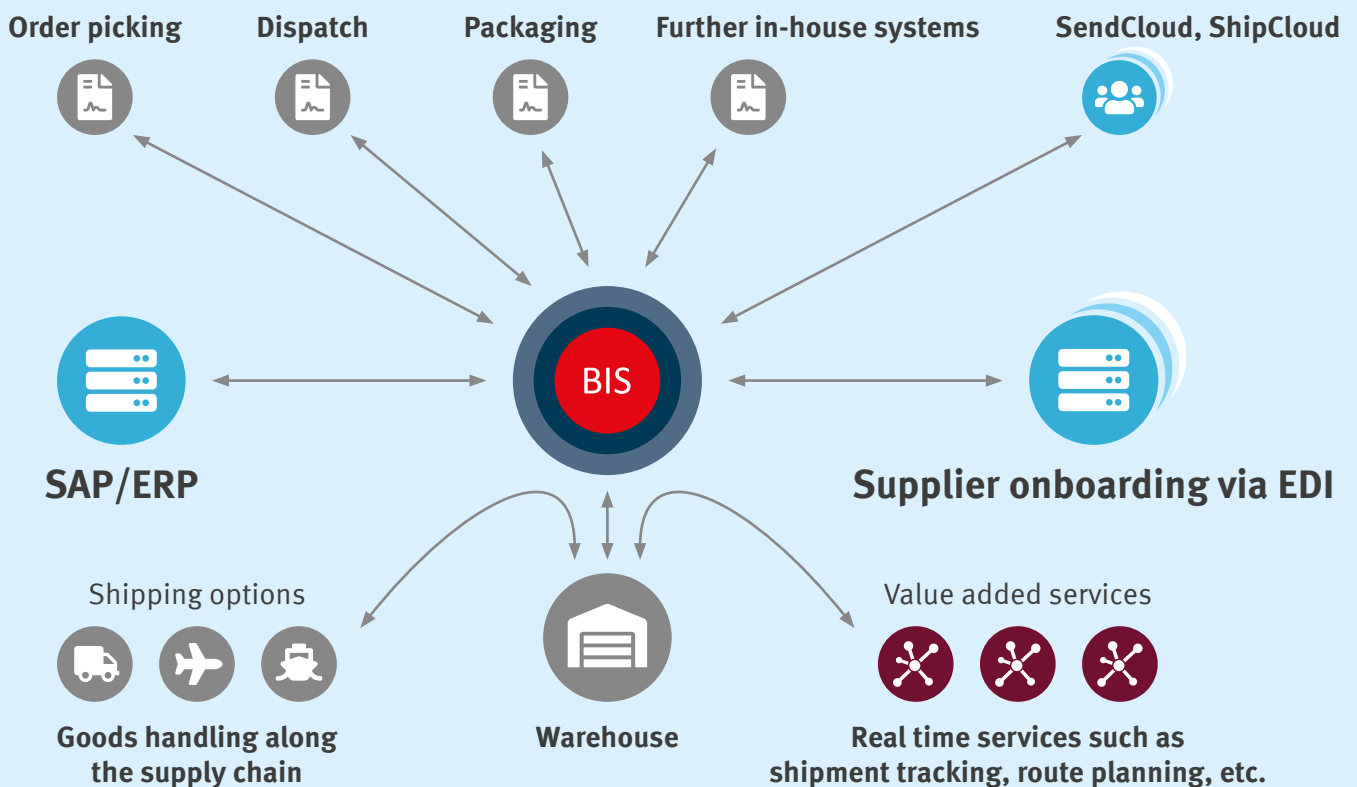
The electronics retailer’s B2B capability for EDI was unstable, costly to maintain, used end-of-life products and relied too heavily on custom code. Additionally, MFT functionality was spread across multiple platforms and difficult to manage.

It took the retailer two months to onboard a new supplier, resulting in increased buffer inventory and missed service level targets.

## Solution and Benefits

To support future growth and digital fulfillment demands, the retailer chose SEEBURGER Business Integration Suite (BIS) to replace all legacy EDI, B2B, and MFT applications and implement an automated supplier onboarding solution. SEEBURGER BIS enabled them to:

- ✓ Standardize EDI on a modular, single-vendor platform
- ✓ Eliminate the cost of custom code maintenance
- ✓ Consolidate MFT capabilities into one flexible integration platform
- ✓ Implement order validation to increase direct business value through greater visibility, real time monitoring, workflow management and efficient onboarding practices
- ✓ Reduce supplier onboarding from two months to less than one week
- ✓ Integrate business applications efficiently



# Food retailer

A large European food retailer and wholesaler with thousands of stores and tens of thousands of employees has a vast network of partners, suppliers and customers within its ecosystem. This requires a wide array of communication and integration patterns that the retailer relies on for logistics, inventory and much more.

## Challenge

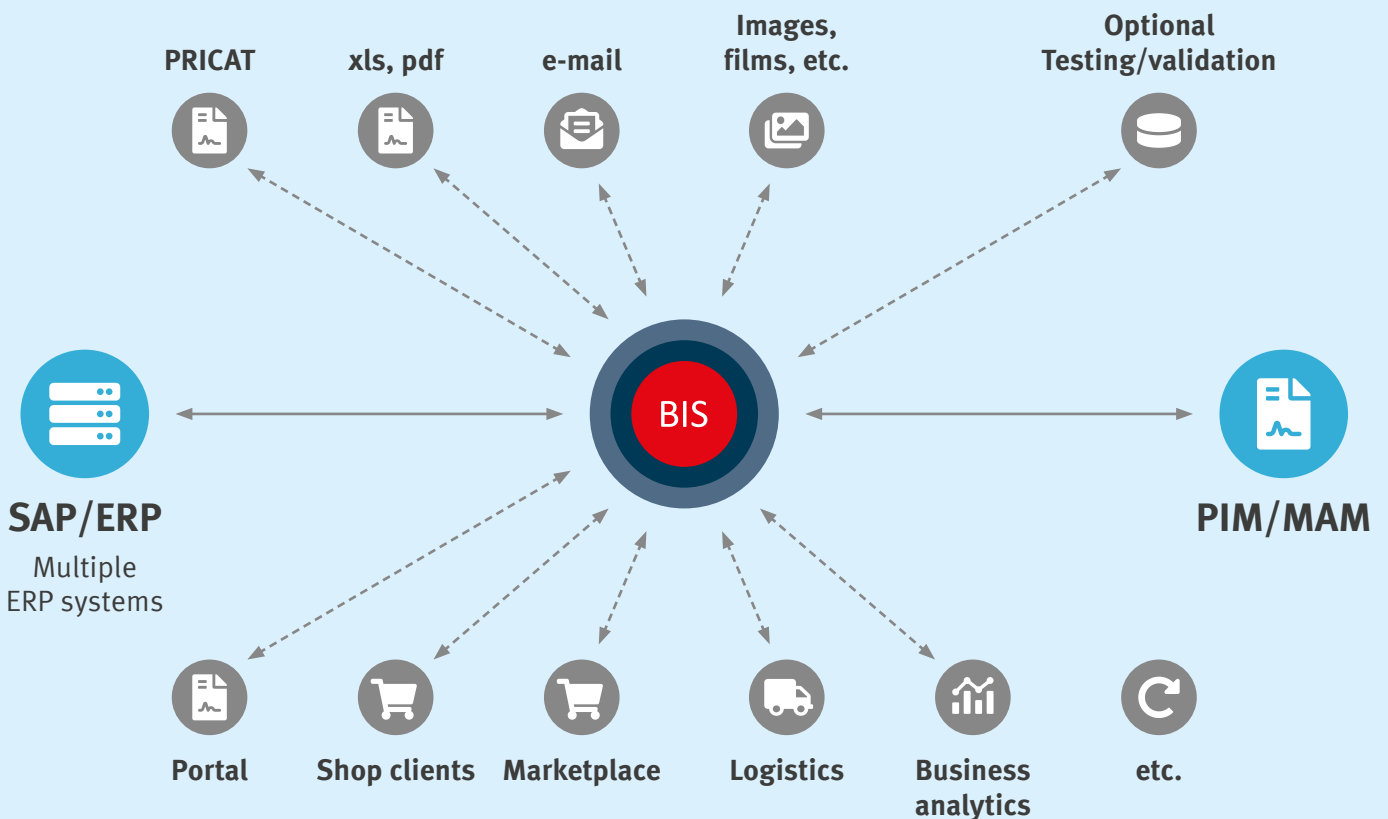
The retailer started using SEEBURGER BIS more than 10 years ago for some of its integrations and has been strategically moving more and more integrations to the platform since, both in the cloud and on-premises. They had several other solutions for integration, including one that was complex and expensive to maintain and use.

When the retailer had a problem with a critical part of that solution, they needed a custom fix and the software company could not provide it for them. The retailer had to find another solution.

## Solution and Benefits

The retailer chose SEEBURGER to replace the solution. It was a long-term project with multiple SEEBURGER consultants on-site for migration. Now, every communication across its ecosystem runs over the BIS platform, and BIS handles synchronization of the company’s website. With SEEBURGER Integration, the retailer can:

- ✓ Use one platform for all integrations, API, B2B/EDI and MFT
- ✓ Save costs on maintenance and resources
- ✓ Rely on one platform for communication with partners, sister companies and stores
- ✓ Continue to scale as the company grows





## Clothing, furniture and décor retailer

With over 5,000 stores and multiple brands around the globe, this clothing, furniture and décor retailer has a major on-line and in-person presence and a primary focus on sustainability. The retailer has been using SEEBURGER Managed File Transfer and B2B capabilities for several years, with thousands of integrations across applications, stores, and with partners and customers.

### Their Most Recent Challenge

As a satisfied customer already using SEEBURGER Integration services, the company came to us when they needed help with their customs data exchange. They were using a competitive solution to help manage all the customs data required to ship goods back and forth to countries across Europe. If there was an issue with the data, the ship or truck trying to cross the border into a different country would be stuck at the border for hours – or even days – until the source problem could be found, fixed, changes could be sent, and the goods could pass customs.

These types of delays can be costly, because when goods do not arrive as expected, production schedules can be thrown off course, and projected sales can be missed.

### Solution and Benefits

By using SEEBURGER Integration, the retailer is able to:

- ✔ Utilize one solution for integrations across MFT and B2B/EDI
- ✔ Stay up-to-date on customs requirements per country
- ✔ Rely on SEEBURGER for fast, reliable service
- ✔ Ensure goods arrive to the right place at the right time

## Connect. Integrate. Accelerate your retail business.

An integration platform is the key to harmonizing complex connections between clouds, applications, and people. Get the power of security and agility with the world's most scalable integration platform, SEEBURGER BIS, so you can focus on delighting your customers throughout their retail journeys.





# How SEEBURGER Helps Retail Businesses



## Retail Business Challenge



## Solution



## Results

Achieving real-time visibility into inventory across multiple locations.

Integration of real-time data transfers (APIs) and batch data transfers to and from suppliers (EDI), in addition to ERP integration (SAP, Oracle, Infor, etc.), in one unified platform that secures the continuous flow of customer data.

Synchronized real-time inventory and product information provides accuracy across all sales channels.

Connecting the retail journey from start to finish while securing customer data across multiple sales channels.

Integration of warehouse, logistics, ERP and CRM, as well as your online and physical stores.

Consistent, uninterrupted and secure communications create a trusted retail experience that builds brand awareness and customer loyalty.

Developing a successful strategy for connecting new and legacy systems on-premises, in the cloud or in a mix of both.

Integration of key retail applications and legacy systems in a hybrid integration platform that connects a diverse set of back-end systems (warehouse, order management and fulfillment) and supports B2B, EDI, API and MFT services.

Access all of your data anywhere in realtime, enabling maximum process efficiency, business agility and less maintenance.

Cost-effective migration to the cloud.

Integration of core business applications and services designed to work in your choice of cloud, including AWS, Azure and GCP, and is deployed as an iPaaS or Fully Managed Service to reduce IT effort and cost.

Connect everything, faster, with ready-to-use content for ERPs, CRMs, databases and more, and accelerate your retail business in any cloud.

## SEEBURGER – Why We're Different

As your retail business grows and evolves, your integration solution needs the scalability, agility and security to handle whatever comes your way. When your integration needs inevitably change, it's important that you don't have to constantly pay excessive coding fees for changes.

SEEBURGER BIS is built from the ground up, not cobbled together through mergers and acquisitions. That means your integrations are pure and smooth, your data flows where it's supposed to, when it's needed, and you are not constantly waiting for or paying for expensive coding.

Share business-critical data. Make split-second decisions. Operate at scale. It's all possible with SEEBURGER Integration – a mix of our technology, our services and our people – all here for the sole purpose of accelerating your business.

Would you like to learn more about our retail solutions?



