

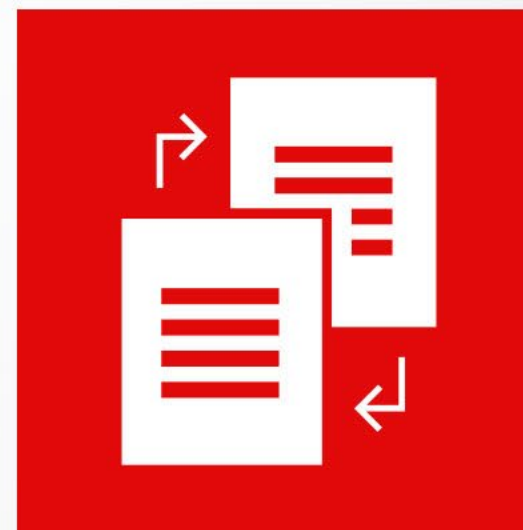
SEEBURGER

 **Connect**  **Automate**  **Innovate**

 Webcast-Serie | Meet the Expert

Der Stand der EDI/B2B- Integration in der Automobilindustrie in China

Einblicke aus erster Hand vom
Geschäftsführer von
SEEBURGER China,
Gang Huang!





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SEEBURGER China Inc.

Gang Huang

General Manager

Agenda

01 | SEEBURGER China at a glance

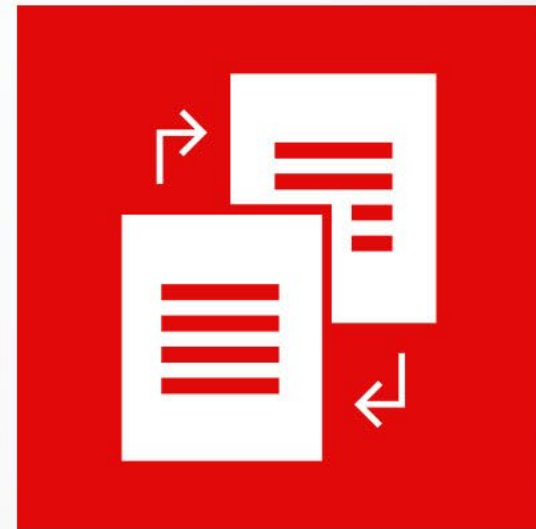
02 | EDI/B2B in Automotive in China

03 | Automotive Customer Story in China



01

SEEBURGER China
at a glance



SEEBURGER China in a Nutshell – We accelerate our customers' business!

SEEBURGER China
Independent



2

subsidiaries



40+

Employees

in **4** locations



>350

Customers in
China

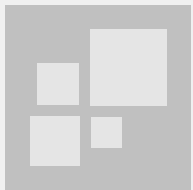


Verticals/Industries



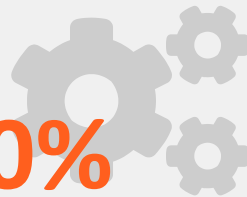
One

Platform



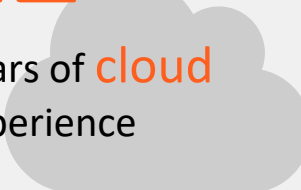
100%

Coverage of all
integration topics



12+

Years of **cloud**
experience



1

Cloud Data
Center locations
Shanghai



Local + Global
Support, Consulting
and Training



SEEBURGER China – 2 Subsidiaries with 4 Locations



SEEBURGER China Inc.
Suite A21-01, 21/F, Hongkou Plaza,
No.388, West Jiangwan Road,
Hongkou District, Shanghai, 200083

North America

Atlanta
Phoenix

Europe

Bretten	Brussels	London
Trier	Amsterdam	Milano
Koethen	Vienna	Madrid
Hamburg	Stockholm	Zurich
Karlsruhe	Gothenburg	Paris

Asia-Pacific

Hong Kong	Beijing
Singapore	Guangzhou
Shanghai	Chennai
	Tokyo

SEEBURGER China Milestones (2006 - 2021 ...)

2006
SEEBURGER China established.
The first time, SEEBURGER, appears as a leader in the Gartner Magic Quadrant report for B2B Gateway service providers.

2007
Best Supply Chain IT Solution
CHINA Awards 2007
JIS/JIT solution for BBAC

2008
思爱普 SAP
SEEBURGER's solutions were first certified by SAP in 1995. Nearly 30 years certified SAP partnership.
SAP Partner NEARLY 30 YEARS

2009
SEEBURGER Beijing office is set up, and the business increasingly grows in North China.
500+ 北京市
7,800 CUSTOMERS
#BUSINESSACCELERATORS WORLDWIDE

2010
BISG is extended with MFT functionality
Bis6 + MFT
The company is classified as "Visionary" in the Gartner Magic Quadrant.
Forrester describes SEEBURGER as "a leading provider of comprehensive integration solutions"

2011
SEEBURGER China develops new strategy of concentrating on local team and local business.
Meanwhile, deploys EDI Cloud service in China.
Leading B2B provider
German quality of delivery
Experienced industry process know-how
Flexible and quick localized implementation
Product/Solution/Service of B2B made in Germany

2013
SEEBURGER China establishes partnership with CPD & Petal fields.
Develop business of Financial Services sector in Asia market.
JIS-EDI standardizes JIS-EDI solution in Automotive industry.
Launch of the strategic cooperation with 上汽大众 SAIC VOLKSWAGEN
54% BUSINESS GROWTH RATE IN CHINA

2014
SEEBURGER awards "The Outstanding Enterprise in Automotive and Logistics Industry for 10 years"
CFLP

2015
Developed EDI business in the pharmaceutical industry with Sanofi.
sanofi
Standardizing EDI cloud services in China.

2016
10 YEARS SEEBURGER China
SEEBURGER China 10 years anniversary
BIS adds Internet of Things (IoT) solutions with integration capabilities to implement IoT scenarios

2017
SEEBURGER is nominated for 2017 BBAC Supplier Innovation Award, wins The Innovation Award in Automobile Logistics Industry with CCL customer case.
中邮物流 Mercedes-Benz

2019
SEEBURGER presents its new major release BIS 6.7 and win customers IKEA and Solvay in SAP OTS EDI.
BIS 6.7
BIS MAPPER
IKEA SOLVAY

2020
SEEBURGER China awarded as Shanghai High-Tech Enterprise.
SEEBURGER China achieves success in the pharmaceutical sector.
SPH 上海医药 SHANGHAI PHARMA
1,000 GLOBAL #BUSINESSACCELERATORS
广州市
New office opens in Guangzhou
ACCELERATING BUSINESS TO IMPROVE THE LIVES OF PEOPLE

2021
15 YEARS SEEBURGER China
The total annual revenue breakthrough \$6,000,000

The SEEBURGER DNA



+ Our Mission

For more than three decades, our mission has been to help companies streamline their business with our leading-edge integration platform and services.

+ Our Commitment

Our commitment is to partner with you, and offer you solutions that cost-effectively connect your applications, automate your processes and innovate your business for a changing world.

+ Our Promise

Our proven expertise and insights are based on years of project experience and the powerful capabilities of the BIS Platform. This combination has helped our customers optimize, improve and even grow their business, in addition to innovating their operations and empowering them to reach new levels of performance.

The SEEBURGER Business Integration Suite (BIS) Platform

One central platform for all integration scenarios

MFT

Enable and manage fast, reliable and secure file transfers

B2B/EDI

Transform and enhance your approach to B2B/EDI

EAI/A2A

Integrate apps and data

API

API integration and management

IIoT

Innovate your IIoT integration

Automation

Hyperautomate and digitalize processes



BIS Platform



Any Cloud



Hybrid



On-premises

Corporate Values and Principles



Dream Big

Innovation
is deeply rooted in
our DNA.

We are open to new ideas,
create room for change
and strive for continuous
improvement.



Be Awesome

Appreciation
goes a long way.

We meet other people with
respect, openness,
attention and friendliness.



Have Confidence

Trust
is our key to success.

We count on the reliability
competency and goots
intentions of all of us.



Embrace It

Sustainability
comes naturally.

We align personal and
ecological needs with
actions for our long-term
success.



Stronger Together

Teamwork
gets us further.

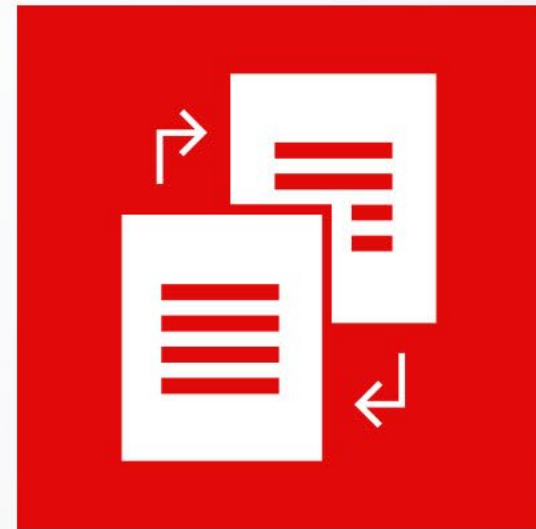
We pull together and
collaborate to achieve
greatness.

VALUES

PRINCIPLES

02

EDI/B2B in Automotive in China



Automotive Market in China 2023

- Since 2009 worldwide **No. 1** automotive market, in 2023 vehicles sales and production in China ca. **30 Mio.** and in China over **120** OEMs and more than **200.000 suppliers.**
- **BYD** has ranked first in sales of Chinese automobile brands than VW in China, with a market share of 11.85% this quarter.
- In pure e-vehicles in China in 2023 **Tesla and Volkswagen** have together around 15% market share. Other brands are Chinese local brands (e.g. Nio, Xpeng, Li etc.).

Top-Selling Brands in China in 2023

CarNewsChina.com

Rank	Brand	Sale	YoY Change	Share
1	BYD	2,571,109	+43.3%	11.85%
2	Volkswagen	2,228,635	-0.2%	10.27%
3	Toyota	1,702,773	-3.8%	7.84%
4	Honda	1,193,019	-12.3%	5.50%
5	Changan	962,061	-3.5%	4.43%
6	Geely	914,752	+9.6%	4.21%
7	Wuling	843,103	+7.8%	3.88%
8	BMW	705,163	+7.8%	3.25%
9	Nissan	687,110	-14.3%	3.17%
10	Audi	664,607	+11.3%	3.06%
Whole Market		21,706,000	+5.6%	100%

Top-Selling Pure EV Brands in China in 2023

CarNewsChina.com

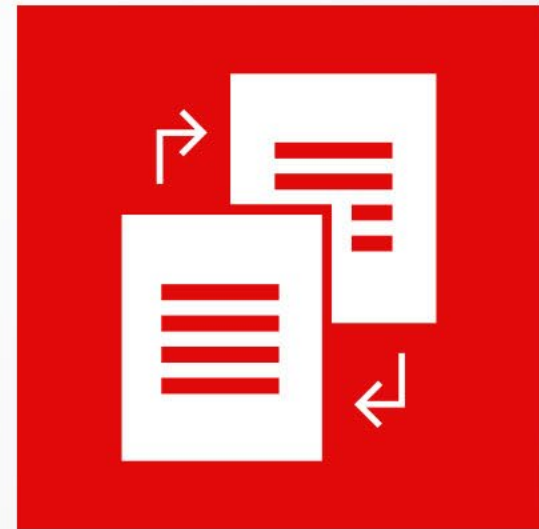
Rank	Brand	Sale	Share
1	BYD	1,318,835	25.58%
2	Tesla	603,664	11.71%
3	Aion	477,545	9.26%
4	Wuling	415,427	8.06%
5	Nio	160,038	3.10%
6	Volkswagen	155,519	3.02%
7	Changan	146,043	2.83%
8	Xpeng	140,900	2.73%
9	Geely	121,176	2.35%
10	Zeekr	118,685	2.30%
Whole Market		5,156,000	100%

Automotive B2B in China

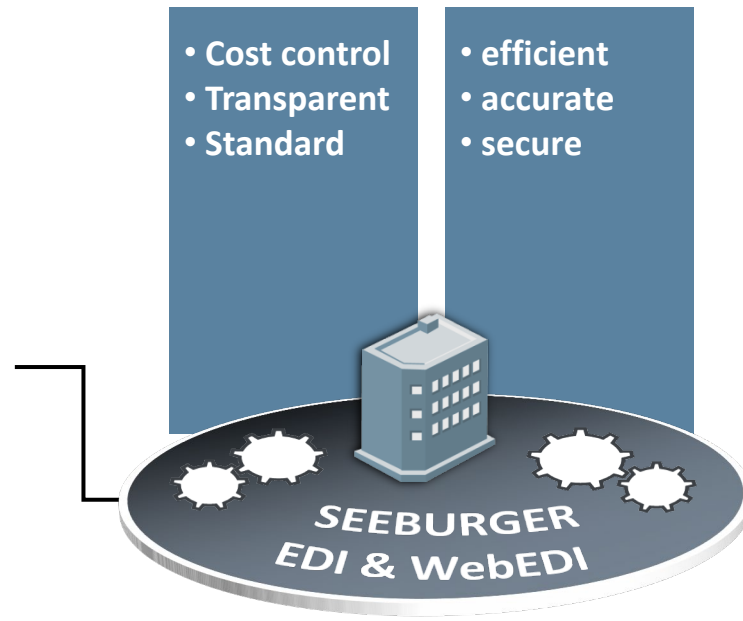
- The most OEMs production are **Build-to-stock**, but due to market requirements and increasing labor costs the OEMs want to move their production to **Build-to-order**.
- The OEMs like are driving more **Just-in-Sequence** and **Just-in-Time** deliveries from their suppliers (including E-vehicles)
 - Connecting via Classic EDI for seamless integration
 - Automating the supply chain process
 - Secure the production with high volume
 - API integration coming soon.
- For most local automotive suppliers OEMs and Tier 1 suppliers provide **web based portal (WebEDI)** to connect their suppliers.
 - Many local suppliers in China have no ERP system
 - Quick implementation time
 - Easy onboarding new suppliers
 - Flexible process extension

03

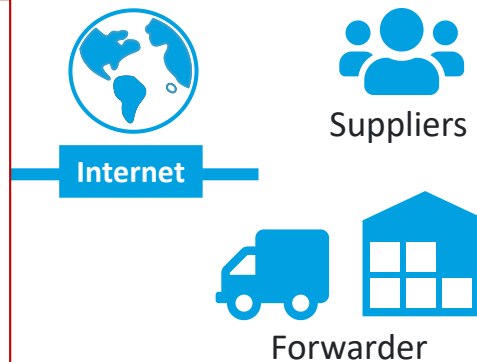
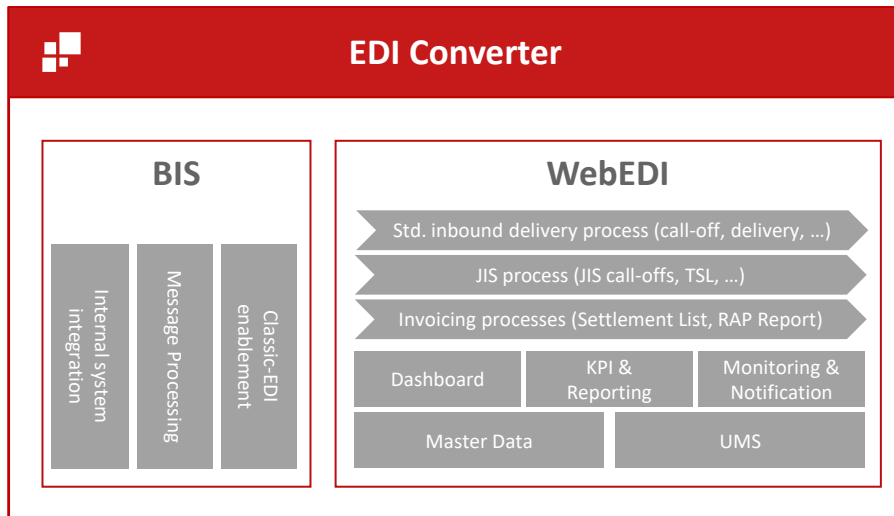
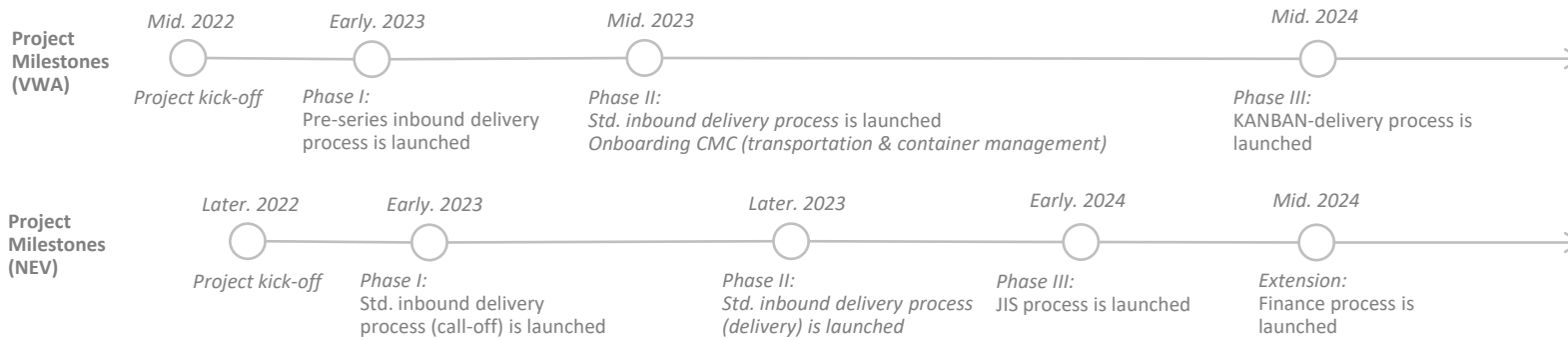
Automotive Customer Story in China



Best Practice of Integration & transmission plants



Customer Story



Tier-1 Supplier

A glance of the project

- Migrate QAD Cloud to on premise EDI platform for region EMEA and NA
- 700+ supplier, 80+ customer, and 50 inter-company business relationships
- International team in coordination, both YFI and SEE:
 - YFI:
 - Regional based project & rollout coordination (EMEA, NA)
 - QAD dev. in China
 - Test support by 3rd –party vendor
- SEE Cloud services:
 - CMA service for supplier on-boarding
 - Communication Service (VAN routing)
 - RMS for JIS/JIT processes

SEE US



SEE EU



SEE CHINA

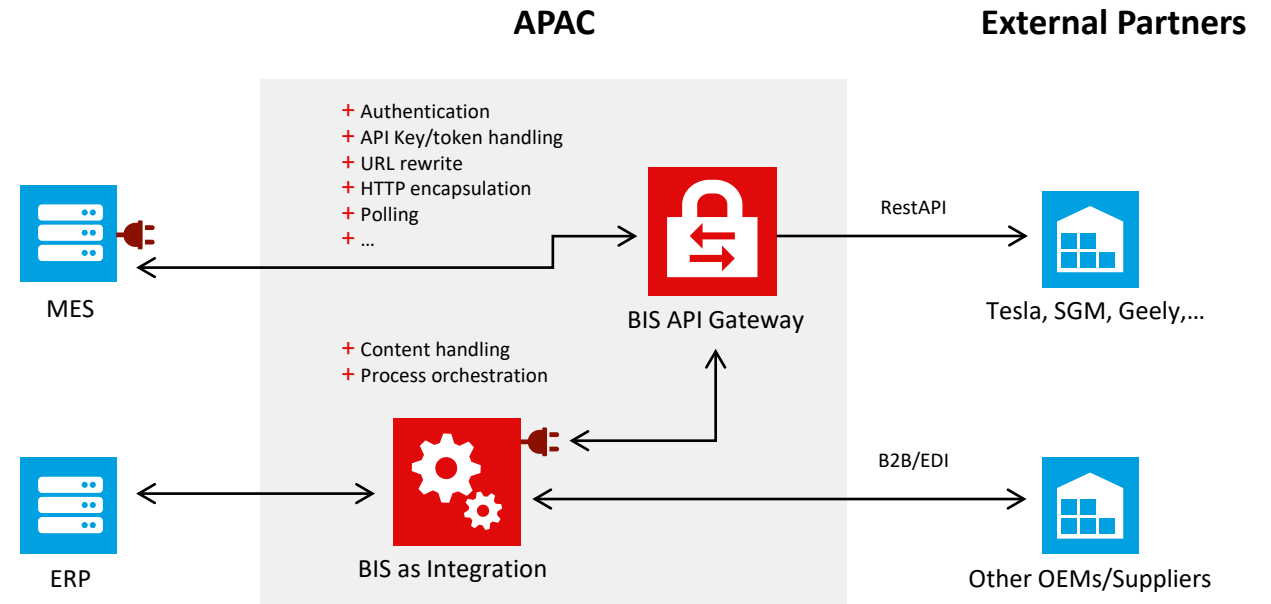
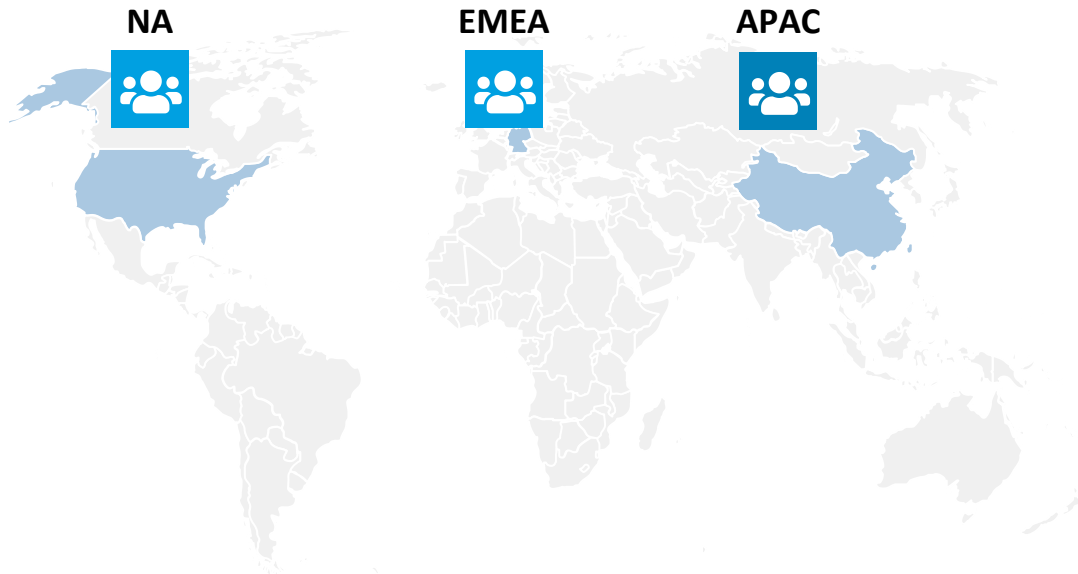


- SEE:
 - Co- project management, DE + CN
 - Central mapping management, DE
 - BIS consulting, DE + US + CN
 - TPS for supplier EDI migration, DE

Tier-1 Supplier

With SEEBURGER BIS and Cloud Service:

- + Global EDI enablement via 3 regional EDI Centre
 - Customer/supplier EDI
 - Inter-company collaboration
- + In-house/external ad-hoc integration
- + Full API lifecycle management – APAC first



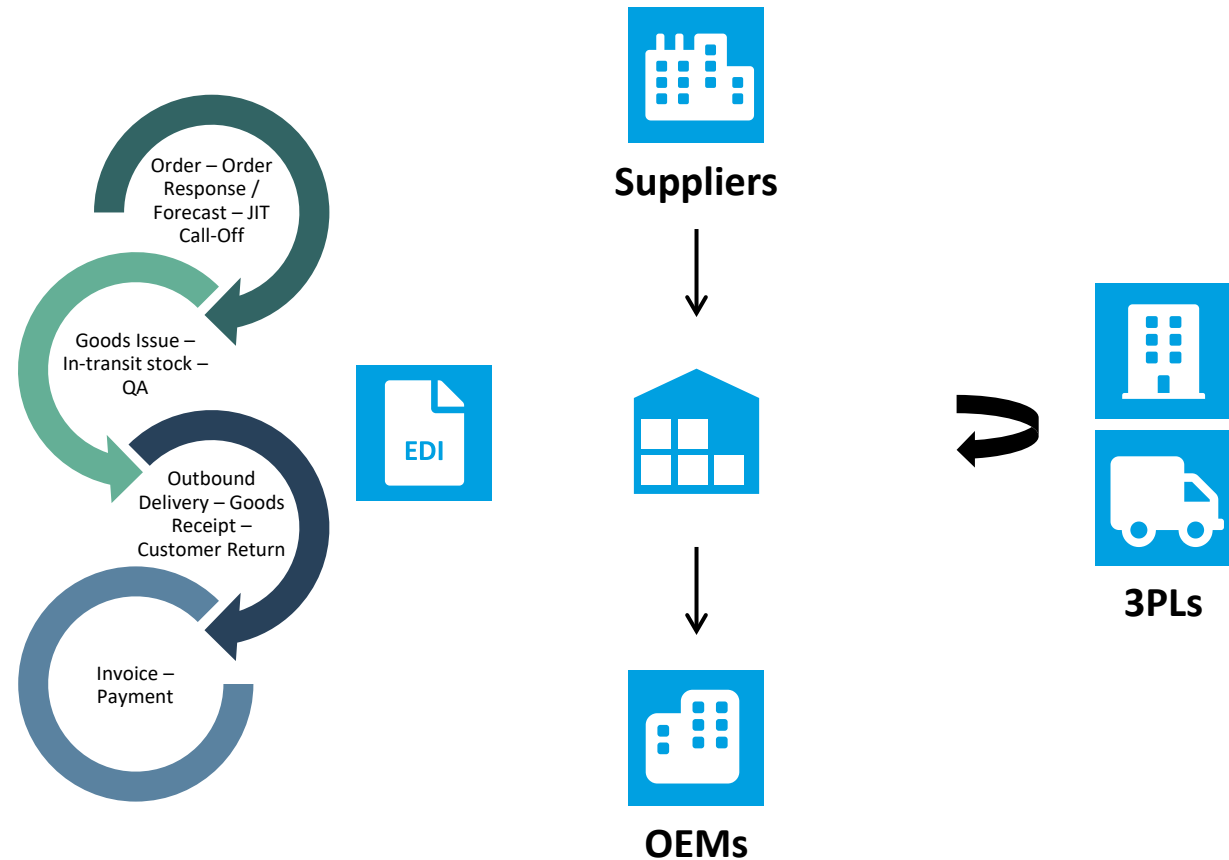
Tier-1 Supplier

SEEBURGER Cloud Managed Service



- + Full managed B2B integration in name of CATL, orchestrated with its suppliers, 3PLs and customers
- + End-to-end tracking of EDI data
- + 360° monitoring of runtime business process

*Analysis upon supply-chain data possible...
Extension upon supply-chain data possible...
(e.g. Carbon Labelling?)*





The best way to predict
the future
is to create it.

Peter Drucker





Connect.



Automate.



Innovate.

Zeit für Ihre Fragen



Umfrage

Sagen Sie uns Ihre Meinung
in unserer Umfrage.

Wir würden uns freuen, von Ihnen zu
hören, damit wir uns verbessern können.







SEEBURGER China Inc.

Gang Huang

General Manager

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Nächster Webcast

B2B-Integration: Bilden Sie eine agile B2B-Partner-Community!

 Webcast  Online

 12. November 2024

 14:00 - 14:45 CET (Berlin)

Jetzt anmelden:

www.seeburger.com/de/ressourcen/events



Nadja Koshofer

Engagement Manager/Presales Customer
Success Management Europe



Kennen Sie schon die **SEEBURGER Community?**

Bringen Sie Ihre Ideen oder Fragen ein, beteiligen Sie sich an laufenden Diskussionen in den verschiedenen Kategorien oder starten Sie ein neues Thema!

Sie sind herzlich eingeladen, Teil der SEEBURGER Community zu werden. Wir freuen uns auf Sie!



<https://community.seeburger.com/>

Ihre Vorteile:


- + Networking zwischen Kunden, Stakeholdern und SEEBURGER-Mitarbeitern
- + Unterstützung bei Problemen und Fragen (Peer-to-Peer-Support)
- + Wissens- und Erfahrungsaustausch
- + Demonstration von Best-Practice-Ansätzen
- + Austausch konkreter Praxisbeispiele, z.B. Kundenanwendungsfälle
- + Möglichkeit zu Feedback und Ideenaustausch

SEEBURGER

Ines Kößler

Training and Education
Business Unit Integration Suite

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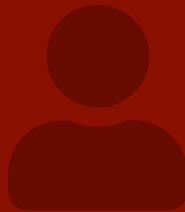
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Dirk Krüger

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Vielen Dank

Fragen oder Anmerkungen?
Wir sind für Sie da!

www.seeburger.com





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