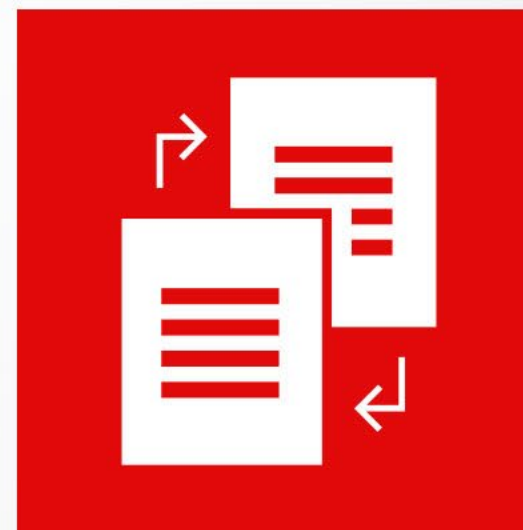# SEEBURGER

Connect Automate Innovate

Webcast Series | Meet the Expert

The State of EDI/B2B integration in the Automotive Industry in China

Firsthand insights from SEEBURGER China's Managing Director, Gang Huang!

Disclaimer

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SEEBURGER China Inc.

Gang Huang

General Manager
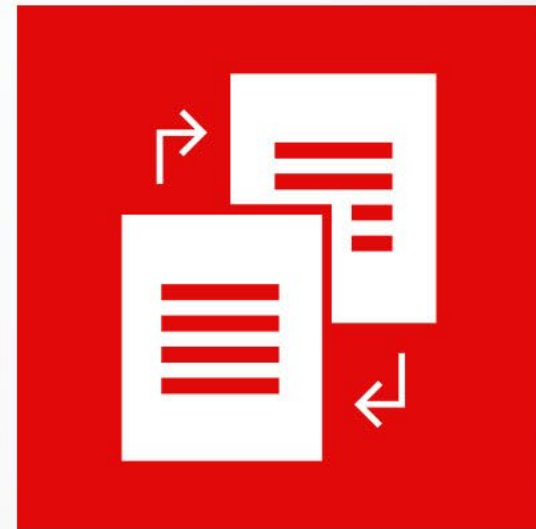
Agenda

01

SEEBURGER China at a glance

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

SEEBURGER China
Independent

2 subsidiaries

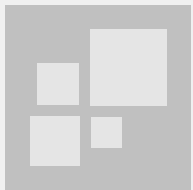**40+** Employees

in **4** locations

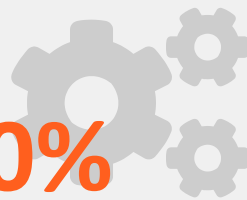**>350** Customers in China

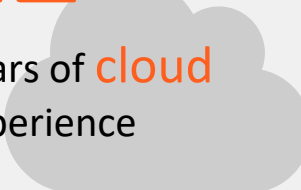Verticals/Industries

>6

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	Sofia
Trier	Amsterdam	Milano	Plovdiv
Koethen	Vienna	Madrid	
Hamburg	Stockholm	Zurich	
Karlsruhe	Gothenburg	Paris	

Asia-Pacific

Hong Kong	Beijing
Singapore	Guangzhou
Shanghai	Chennai
	Tokyo

SEEBURGER China Milestones (2006 - 2021 ...)

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
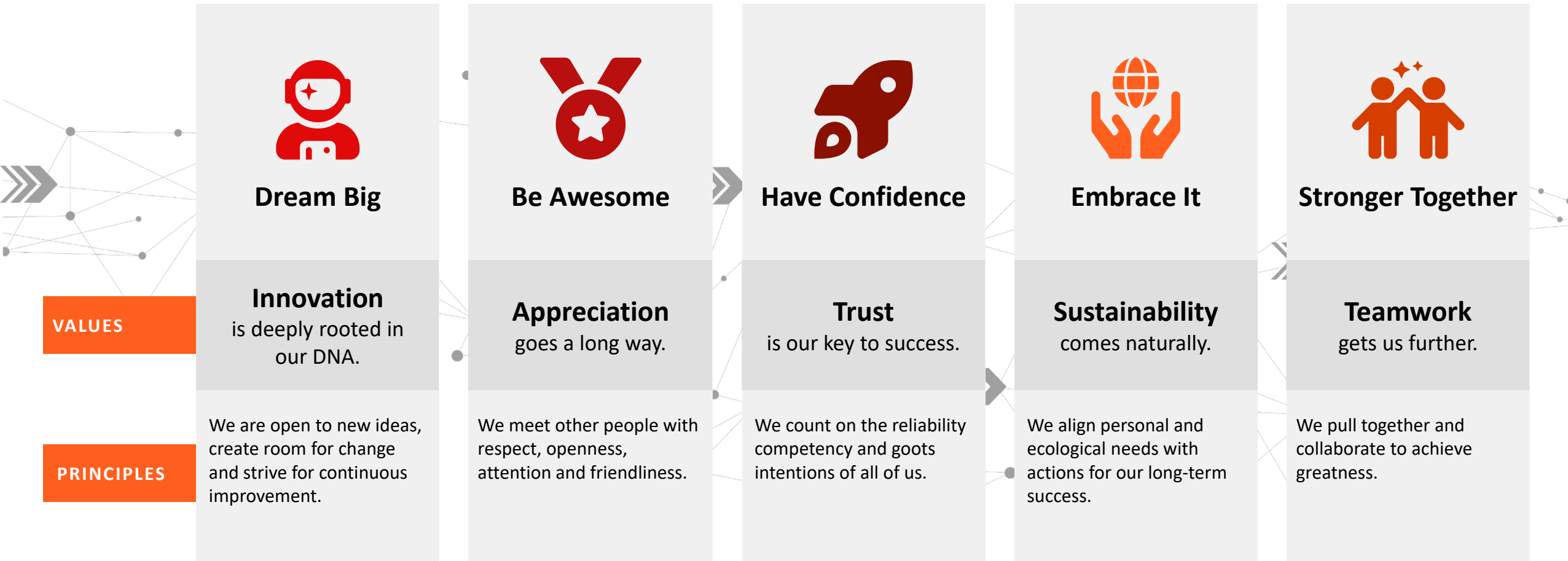Hyperautomate and digitalize processes

BIS Platform

Any Cloud   Hybrid   On-premises

Corporate Values and Principles

Dream Big

Innovation
is deeply rooted in our DNA.

Be Awesome

Appreciation
goes a long way.

Have Confidence

Trust
is our key to success.

Embrace It

Sustainability
comes naturally.

Stronger Together

Teamwork
gets us further.

VALUES

PRINCIPLES

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

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

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

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

We pull together and collaborate to achieve greatness.

02

EDI/B2B in Automotive in China
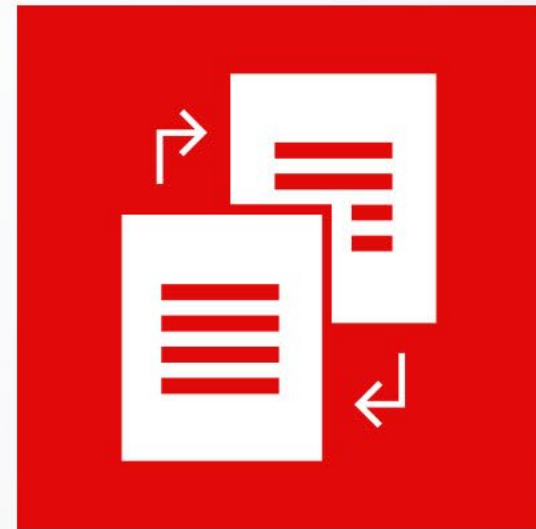
Automotive Market in China 2023

- 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

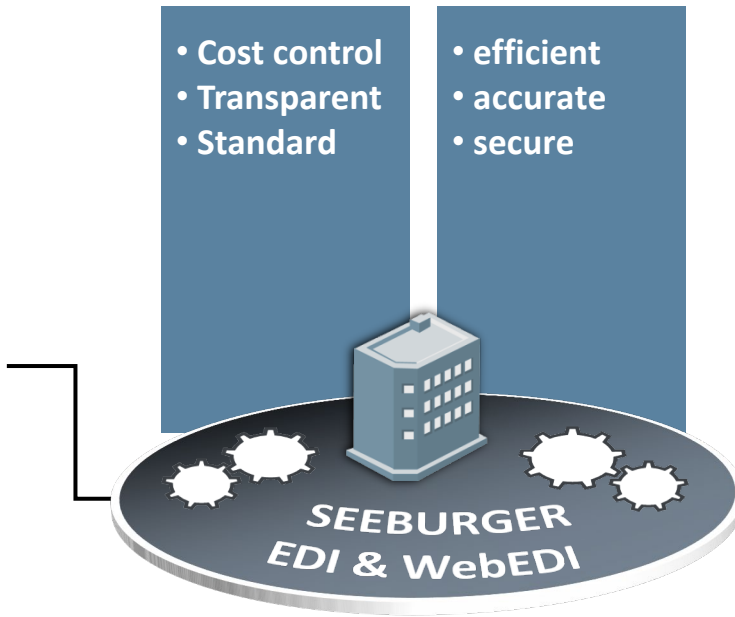| Rank	Brand	Sale	Share
1	BYD	1,318,835	25.58%
2	Tesla	603,664	11.71%
3	Aion	477,545	9.26%
4	Wuling	415,427	8.06%
5	Nio	160,038	3.10%
6	Volkswagen	155,519	3.02%
7	Changan	146,043	2.83%
8	Xpeng	140,900	2.73%
9	Geely	121,176	2.35%
10	Zeekr	118,685	2.30%
	Whole Market	5,156,000	100%

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
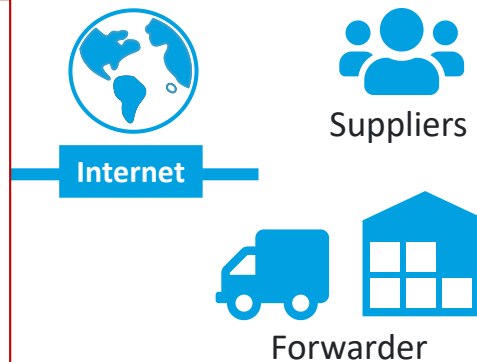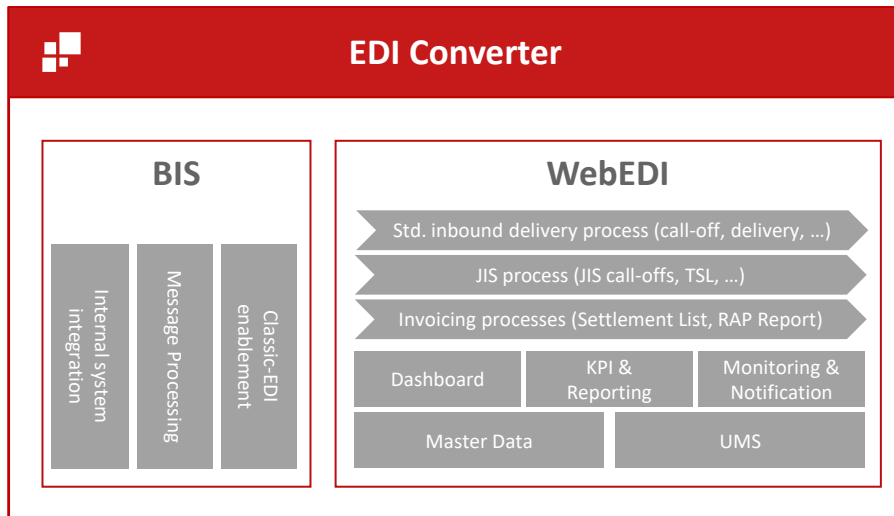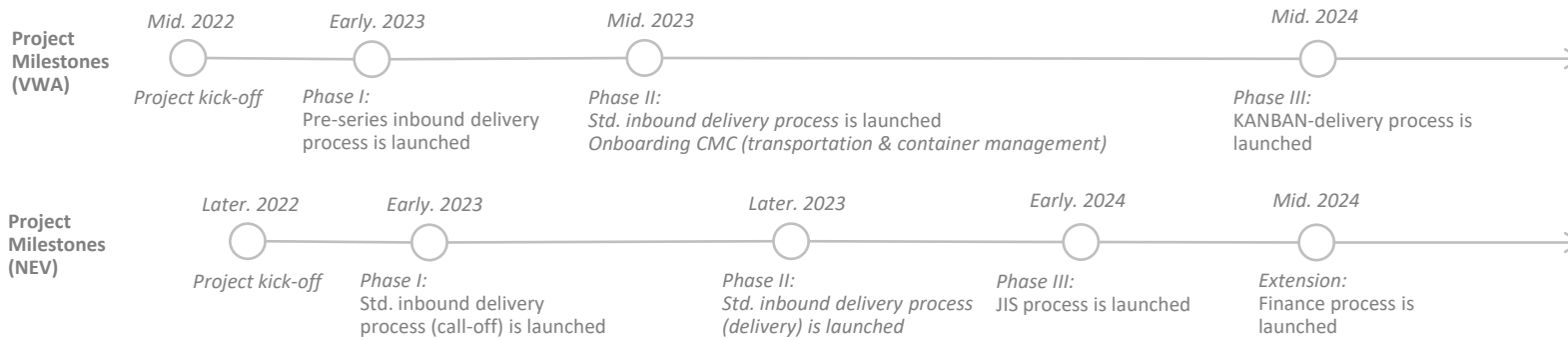 - Easy onboarding new suppliers
  - Flexible process extension

03

Automotive Customer Story in China
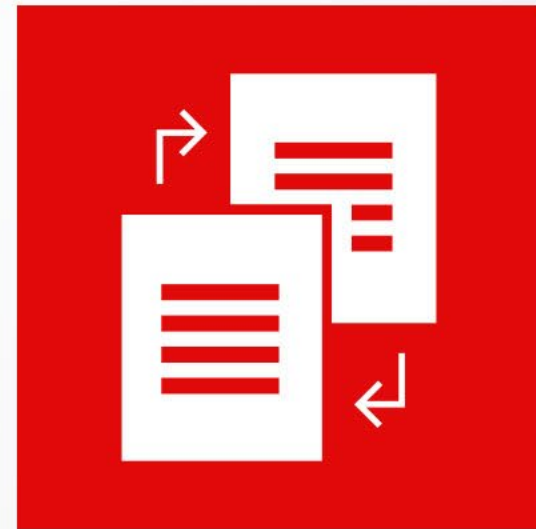
Best Practice of Integration & transmission plants

- Cost control
- Transparent
- Standard

- efficient
- accurate
- secure

SEEBURGER
EDI & WebEDI

Customer Story

Project Milestones (VWA)

Mid. 2022	Early. 2023	Mid. 2023	Mid. 2024
Project kick-off	*Phase I:* Pre-series inbound delivery process is launched	*Phase II:* Std. inbound delivery process is launched Onboarding CMC (transportation & container management)	*Phase III:* KANBAN-delivery process is launched

Project Milestones (NEV)

Later. 2022	Early. 2023	Later. 2023	Early. 2024	Mid. 2024
Project kick-off	*Phase I:* Std. inbound delivery process (call-off) is launched	*Phase II:* Std. inbound delivery process (delivery) is launched	*Phase III:* JIS process is launched	*Extension:* Finance process is launched

EDI Converter

BIS

- Internal system integration
- Message Processing
- Classic-EDI enablement

WebEDI

- Std. inbound delivery process (call-off, delivery, …)
- JIS process (JIS call-offs, TSL, …)
- Invoicing processes (Settlement List, RAP Report)

Dashboard	KPI & Reporting	Monitoring & Notification
Master Data		UMS

Internet

Suppliers

Forwarder

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

NA   **EMEA**   **APAC**

APAC   **External Partners**

MES

+ Authentication
+ API Key/token handling
+ URL rewrite
+ HTTP encapsulation
+ Polling
+ …

BIS API Gateway

RestAPI

Tesla, SGM, Geely,…

+ Content handling
+ Process orchestration

ERP

BIS as Integration

B2B/EDI

Other OEMs/Suppliers
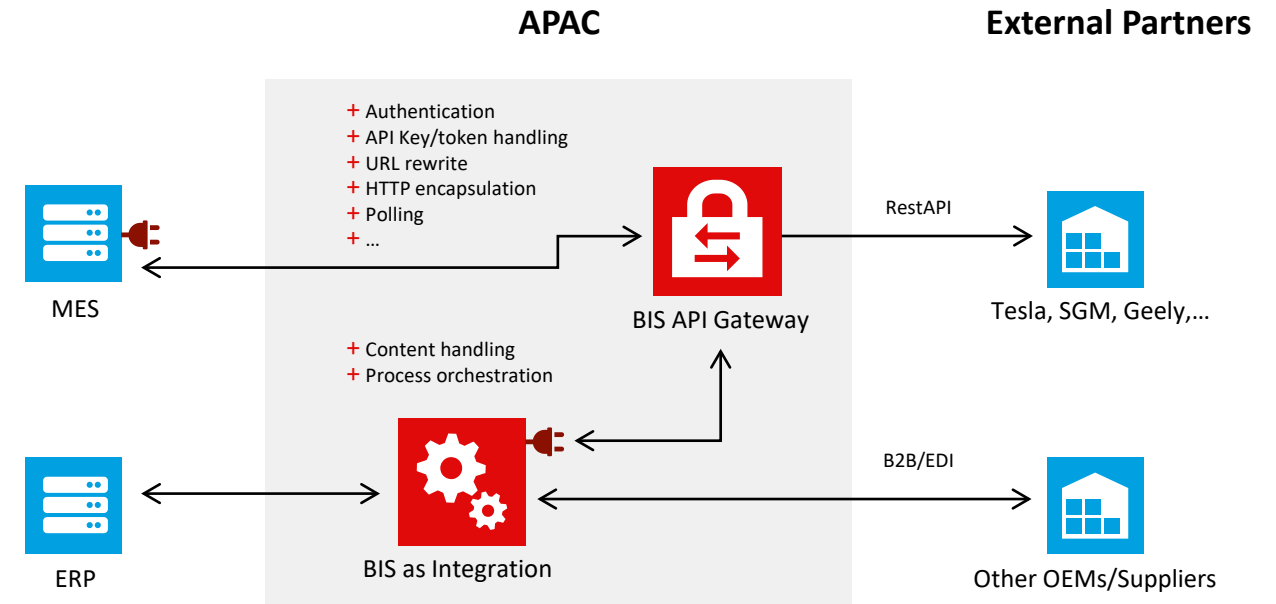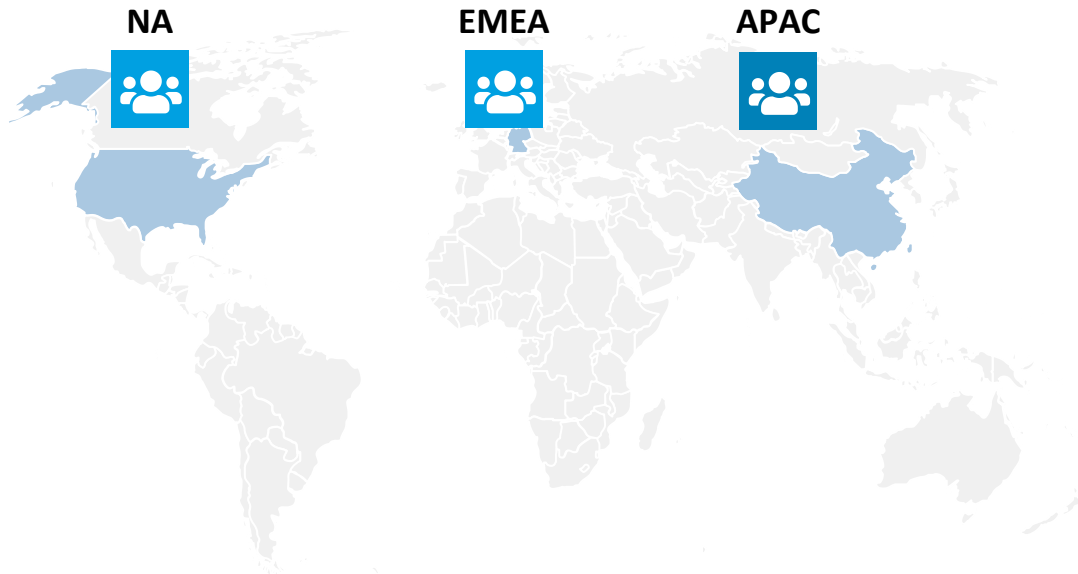
Tier-1 Supplier

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?)

Order – Order Response / Forecast – JIT Call-Off

Goods Issue – In-transit stock – QA

Outbound Delivery – Goods Receipt – Customer Return

Invoice – Payment

EDI

Suppliers

OEMs

3PLs
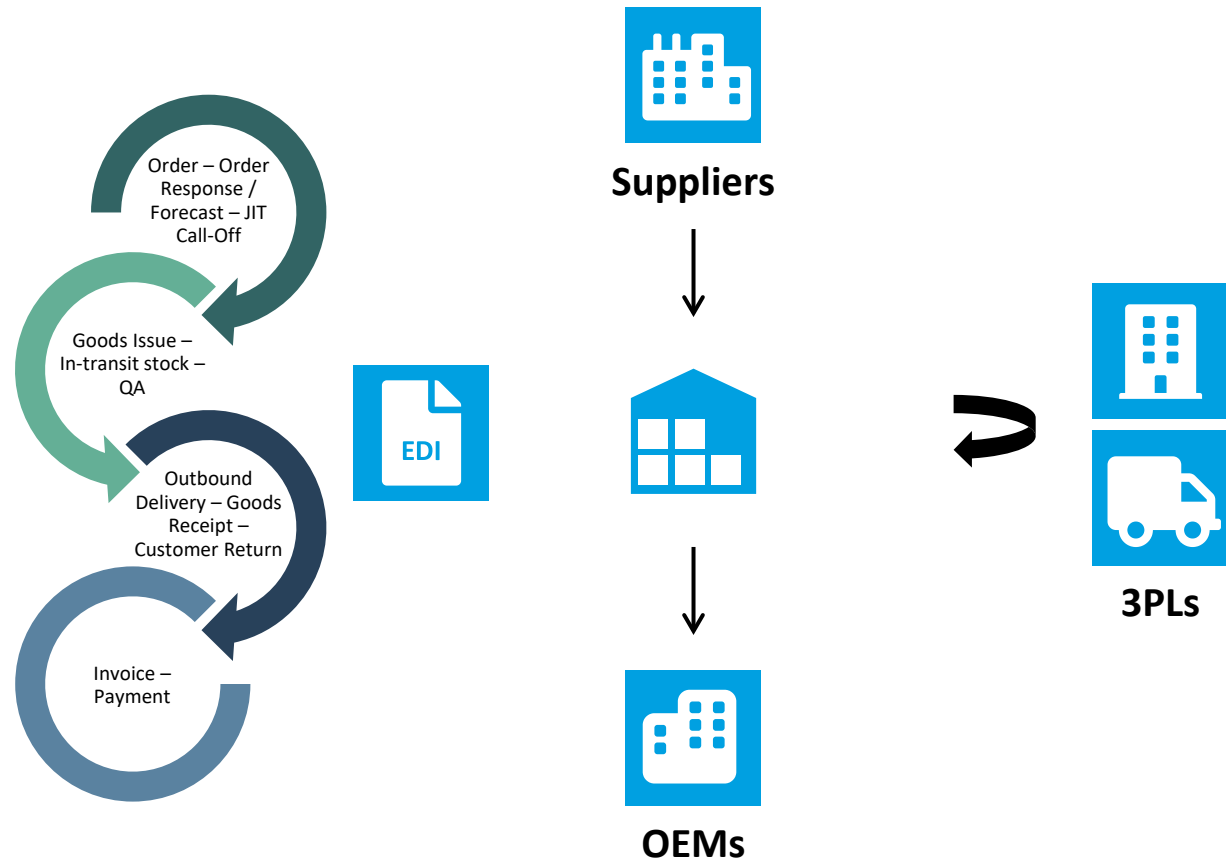
The best way to predict
the future
is to create it.

Peter Drucker

Connect. Automate. Innovate.

Time for further Questions

Survey

Tell us what you think in our survey.

We'd love to hear from you, so we can improve.
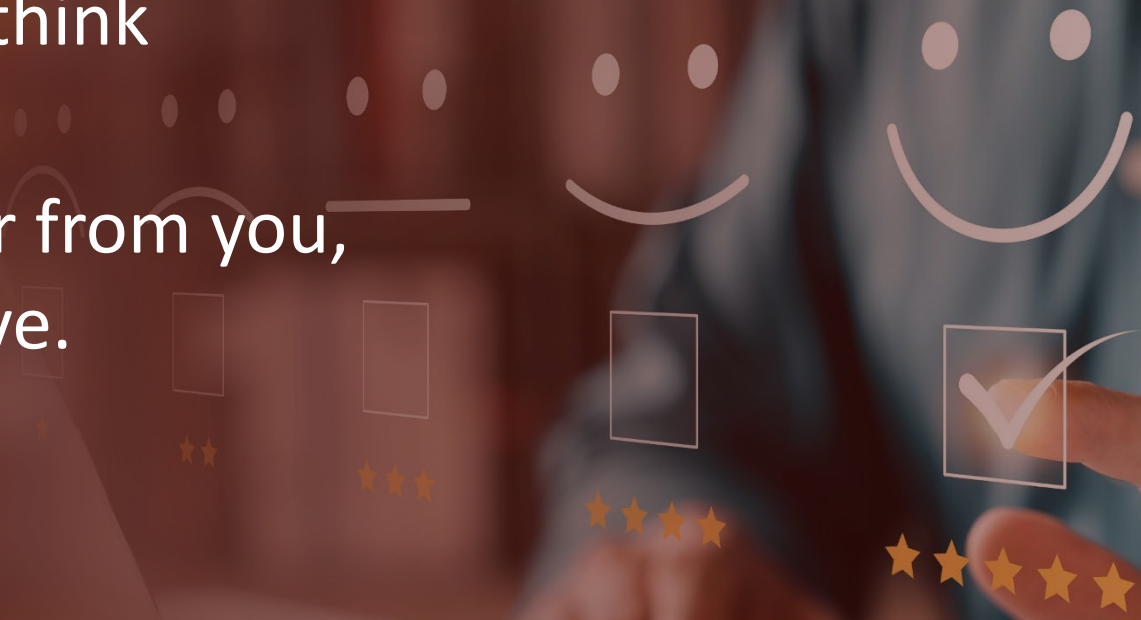
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+86 18616892429

Next Webcast

B2B Integration: Create an Agile Community of Integrated B2B Partners!

🖥 Webcast   📍 Online

📅 November 12, 2024

🕐 16:00 - 16:45 CET (Berlin) | 10:00 - 10:45 EST (New York)

Sign up today:
www.seeburger.com/
resources/events

Nadja Koshofer

Engagement Manager/Presales Customer Success Management Europe

SEEBURGER Community

Do you already know the **SEEBURGER Community?**

Share your ideas or questions and interact within the topics that are already in discussion in various categories or start a new topic!

You are invited to join the SEEBURGER Community now.
See you soon.

https://community.seeburger.com/

Your Benefits:

+ Networking between customers, interested parties, and SEEBURGER employees

+ Support with problems and questions (peer-to-peer support)

+ Exchange of knowledge and experience

+ Demonstration of best-practice approaches

+ Sharing concrete practical examples, e.g. customer use cases

+ Opportunity to provide feedback and exchange ideas

SEEBURGER

Ines Kößler

Training and Education
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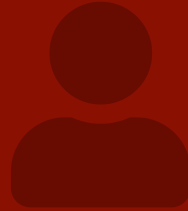
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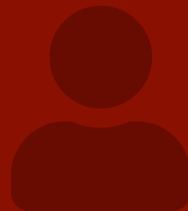
Thank You

Questions or remarks?
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