

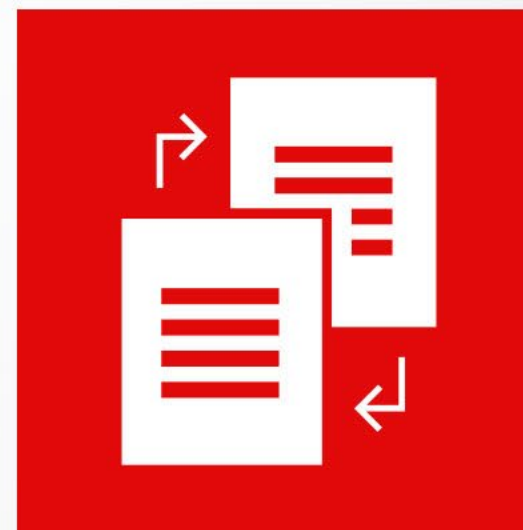
SEEBURGER

>< 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!





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SEEBURGER China Inc.

Gang Huang

General Manager

Agenda

01 | SEEBURGER China at a glance

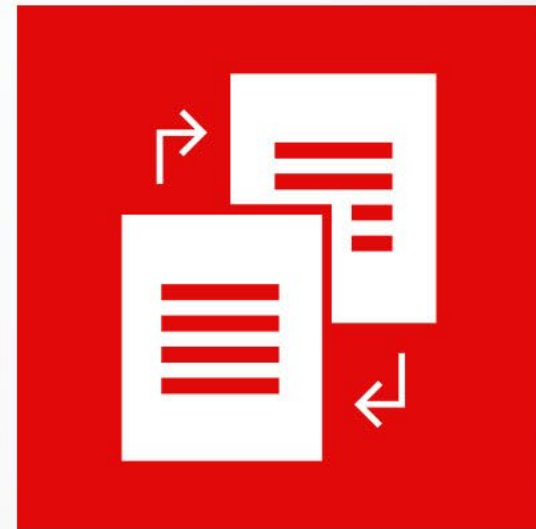
02 | EDI/B2B in Automotive in China

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

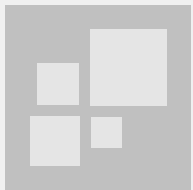


Verticals/Industries



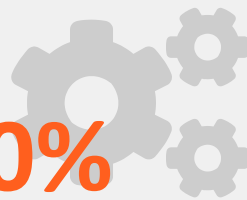
One

Platform



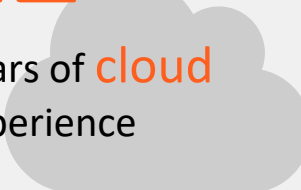
100%

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



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.

challengers | leaders
SEEBURGER

niche players | visionaries

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 grow in North China.

500 北京市

7,800 CUSTOMERS

#BUSINESSACCELERATORS WORLDWIDE

2010

BISG is extended with MFT functionality

Bis6 + MFT

CONTENDERS | STRONG PERFORMERS | LEADERS

SEEBURGER

The company is classified as "Visionary" in the Gartner Magic Quadrant.

challengers | leaders
SEEBURGER

niche players | visionaries

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

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

Develop business of Financial Services sector in Asia market.

2014

CFLP

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

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

高新技术企业证书

SEEBURGER China achieves success in the pharmaceutical sector

SPH 上海医药 SHANGHAI PHARMA

广州市 广州市

New office opens in Guangzhou

OVER 1,000 GLOBAL #BUSINESSACCELERATORS

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

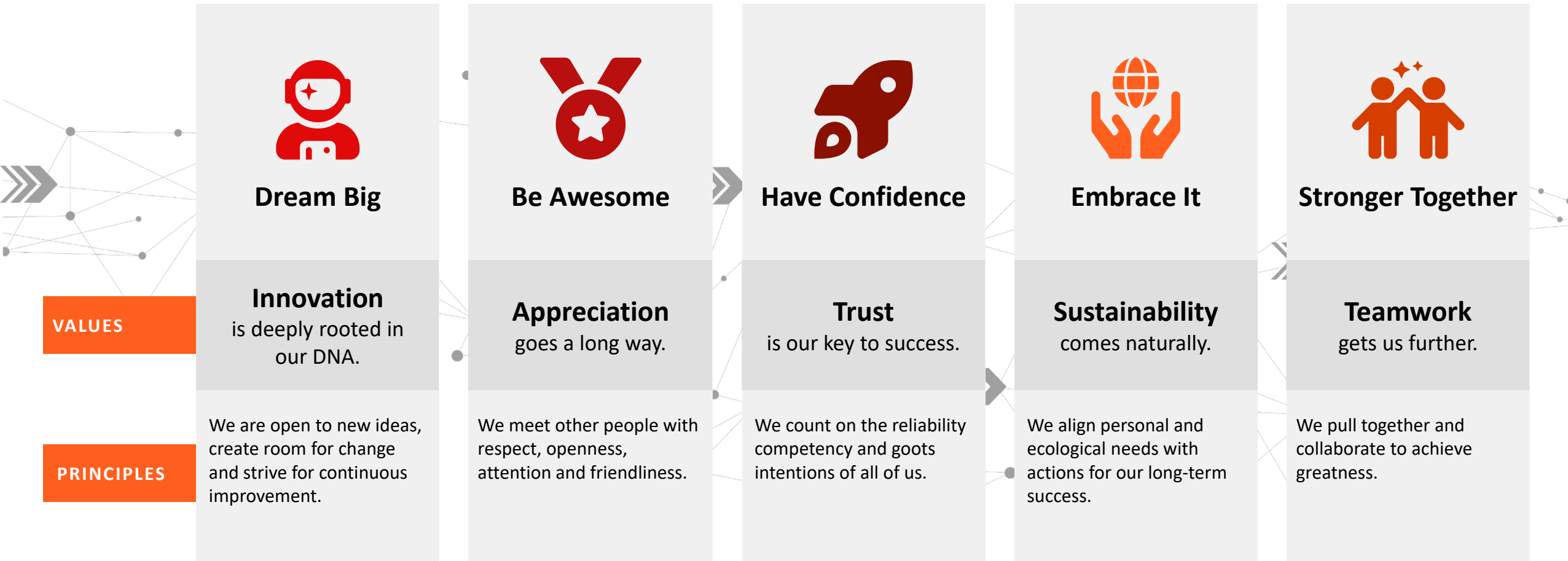


Hybrid



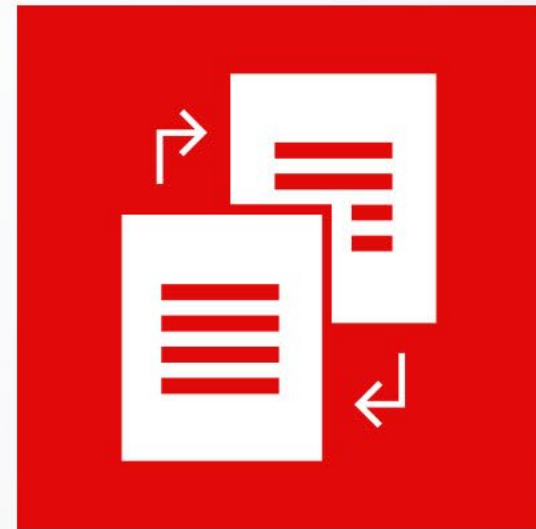
On-premises

Corporate Values and Principles



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

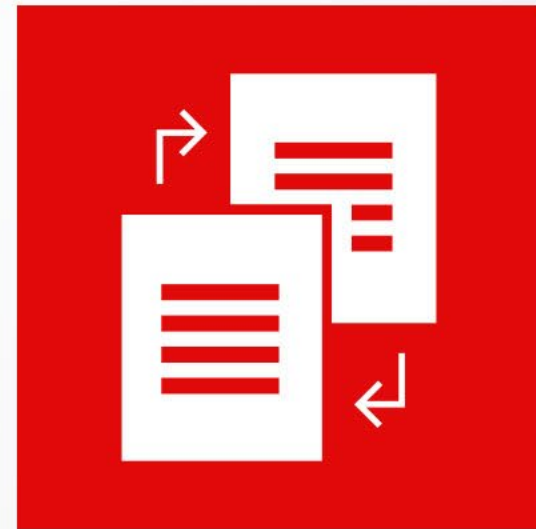
Rank	Brand	Sale	Share
1	BYD	1,318,835	25.58%
2	Tesla	603,664	11.71%
3	Aion	477,545	9.26%
4	Wuling	415,427	8.06%
5	Nio	160,038	3.10%
6	Volkswagen	155,519	3.02%
7	Changan	146,043	2.83%
8	Xpeng	140,900	2.73%
9	Geely	121,176	2.35%
10	Zeekr	118,685	2.30%
Whole Market		5,156,000	100%

Automotive B2B in China

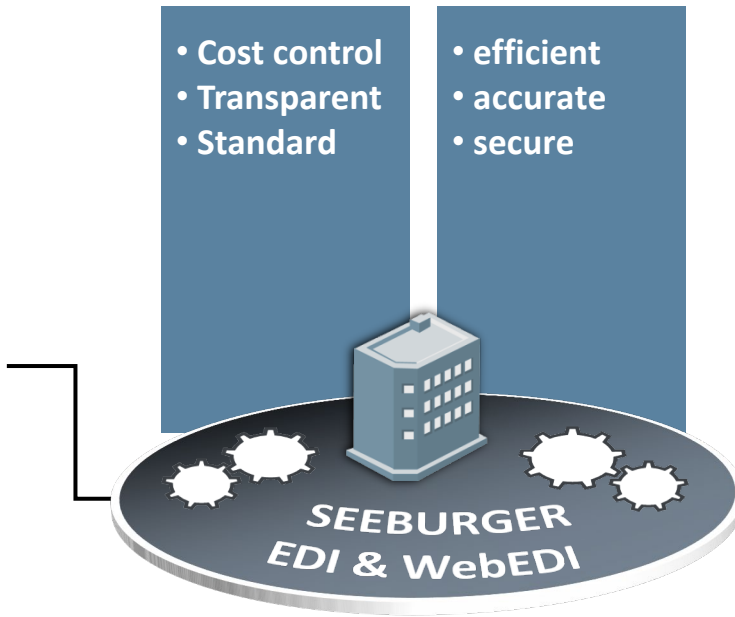
- The most OEMs production are **Build-to-stock**, but due to market requirements and increasing labor costs the OEMs want to move their production to **Build-to-order**.
- The OEMs like are driving more **Just-in-Sequence** and **Just-in-Time** deliveries from their suppliers (including E-vehicles)
 - 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

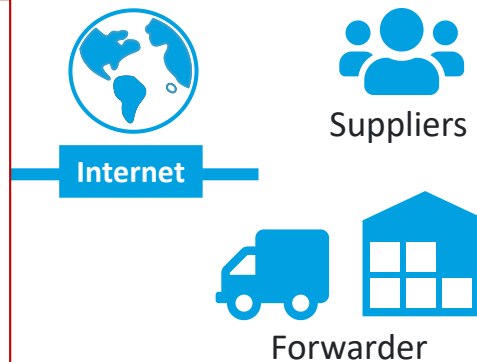
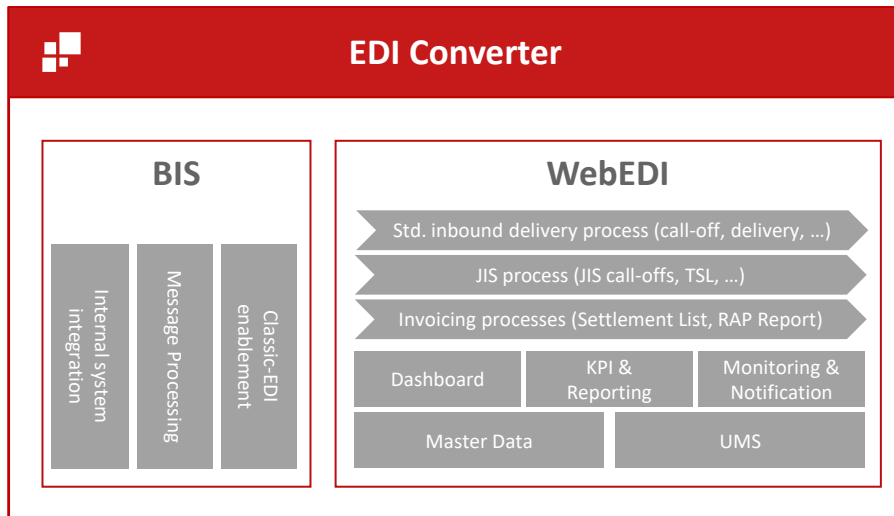
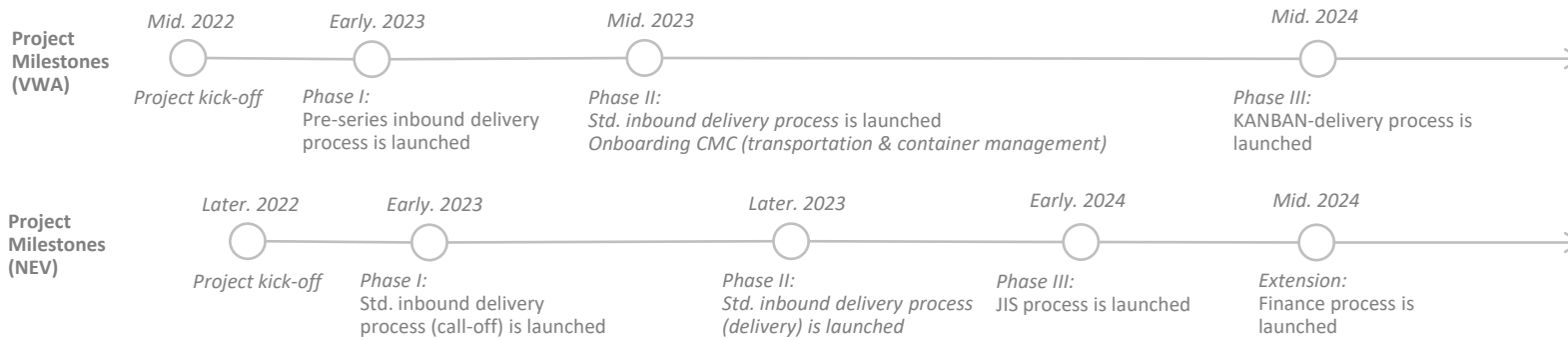
Automotive Customer Story in China



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

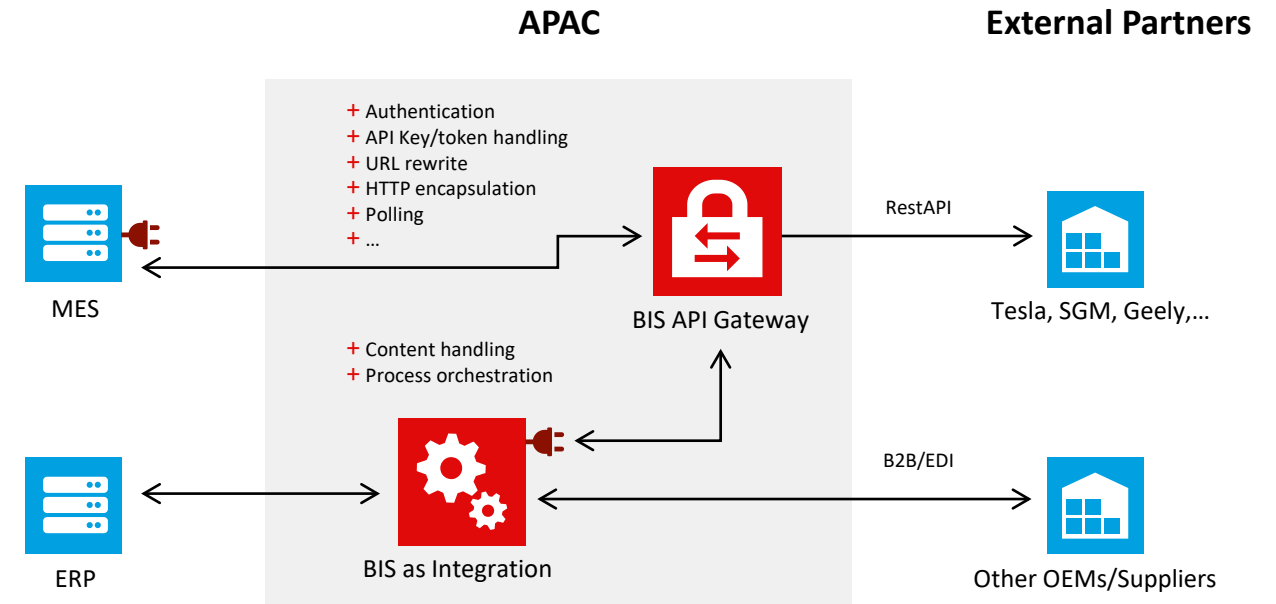
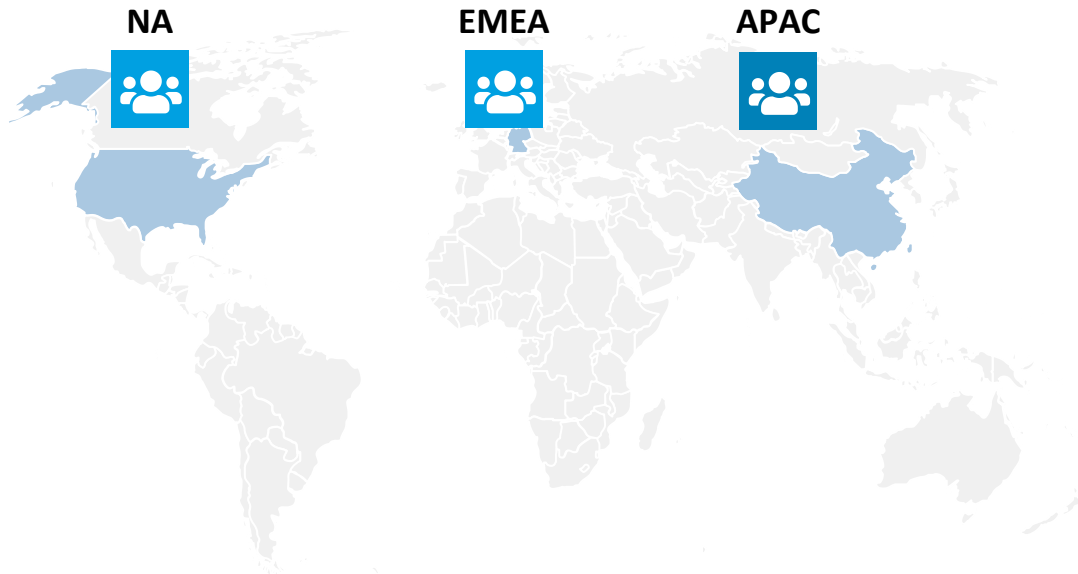


- SEE:
 - Co- project management, DE + CN
 - Central mapping management, DE
 - BIS consulting, DE + US + CN
 - TPS for supplier EDI migration, DE

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



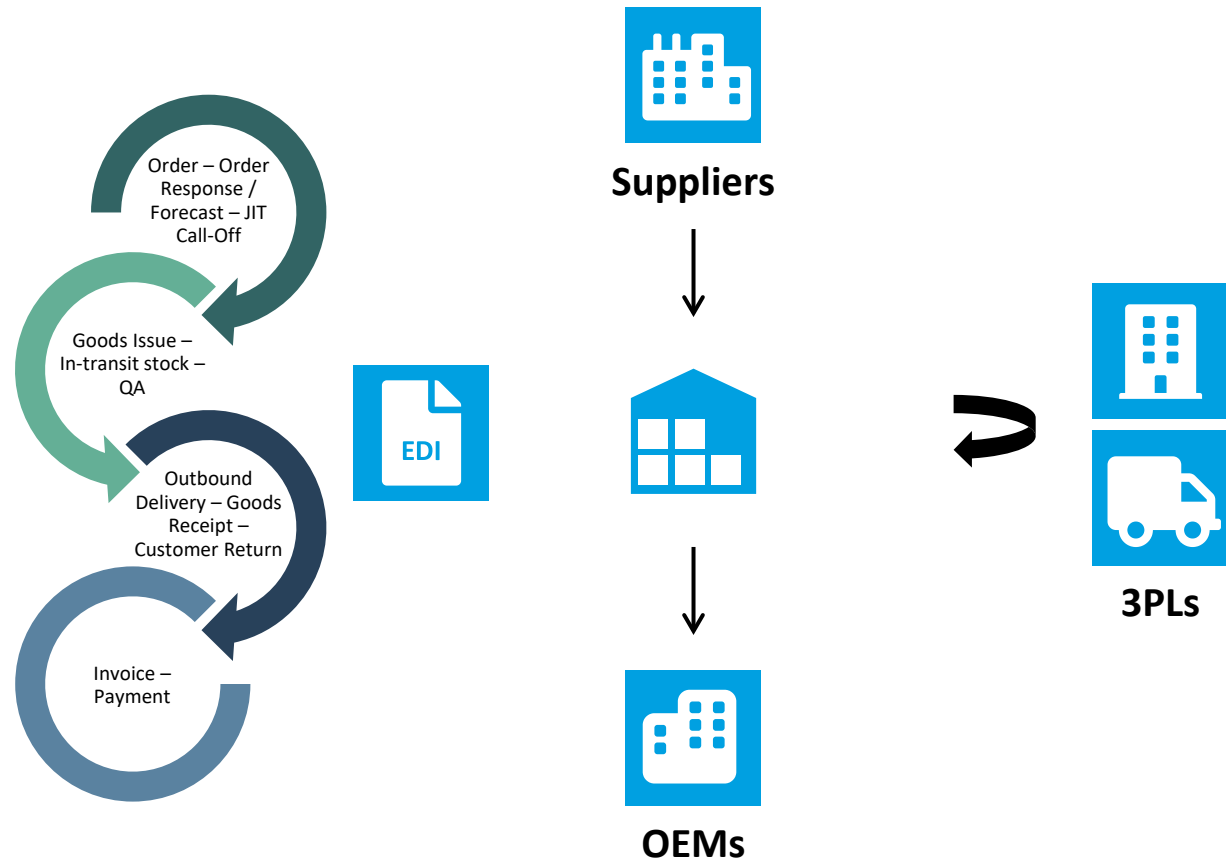
Tier-1 Supplier

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.

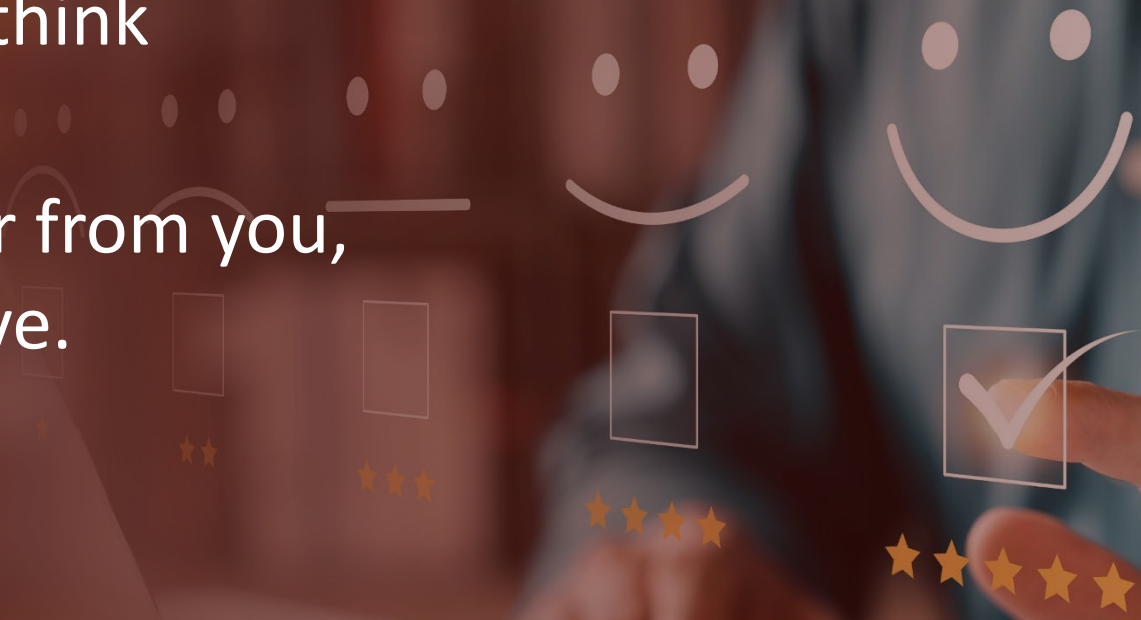
Time for further Questions



Survey

Tell us what you think
in our survey.

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







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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)



Nadja Koshofer

Engagement Manager/Presales Customer
Success Management Europe

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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

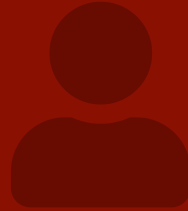
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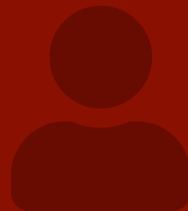
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Thank You

Questions or remarks?
We are here for you!

www.seeburger.com





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