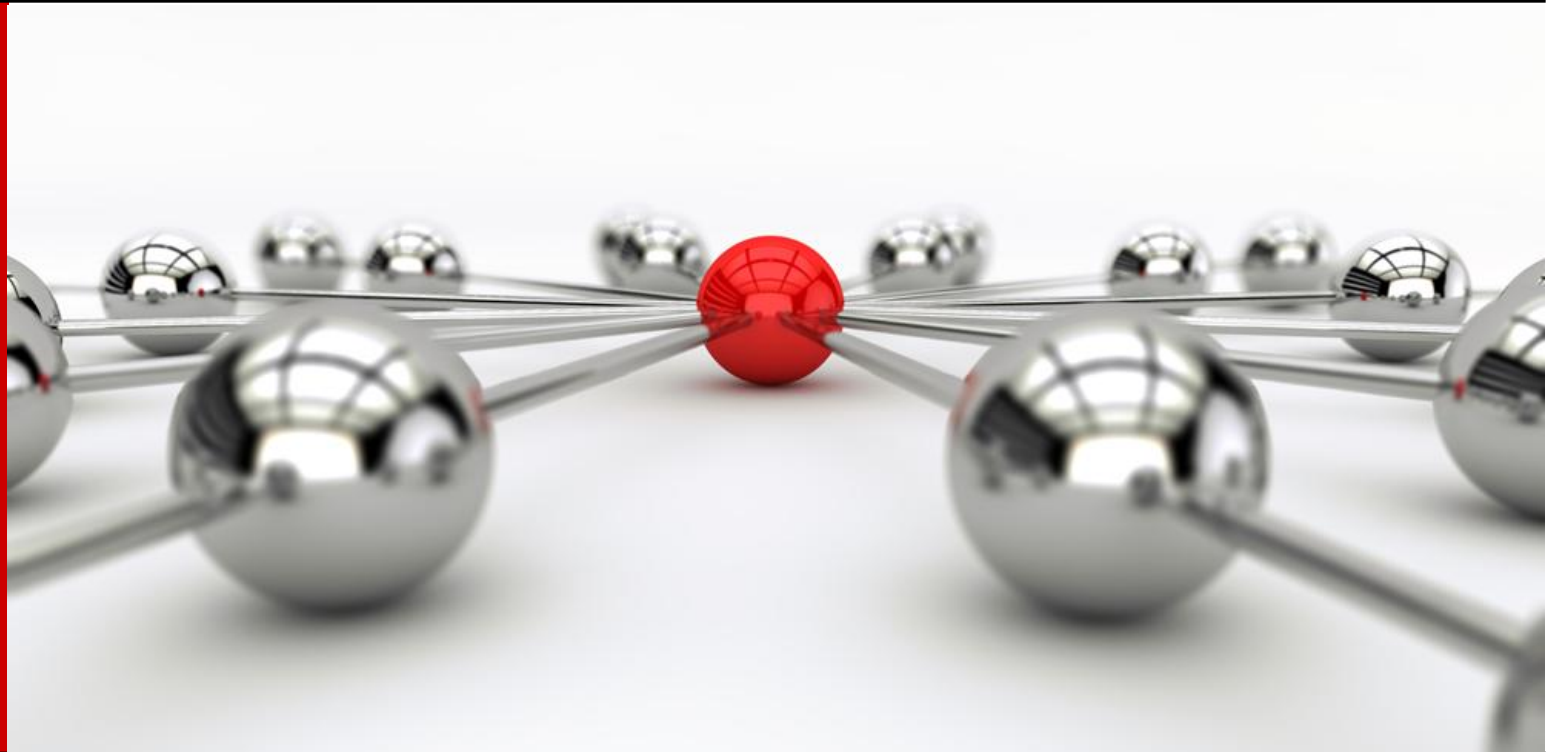


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武汉制造业信息化工程技术有限公司



一个好汉多个帮 — 企业供应链无缝集成

喻佳 SEEBURGER高级技术顾问

2012年(第四届)中国制造业供应链管理峰会



Agenda

- 1 供应链管理新挑战
- 2 协同商务模式 — 集成化供应链管理
- 3 SEEBURGER — 实现无缝集成，轻松面对供应链管理挑战



制造型企业供应链面临哪些新挑战？



供应链运作模型

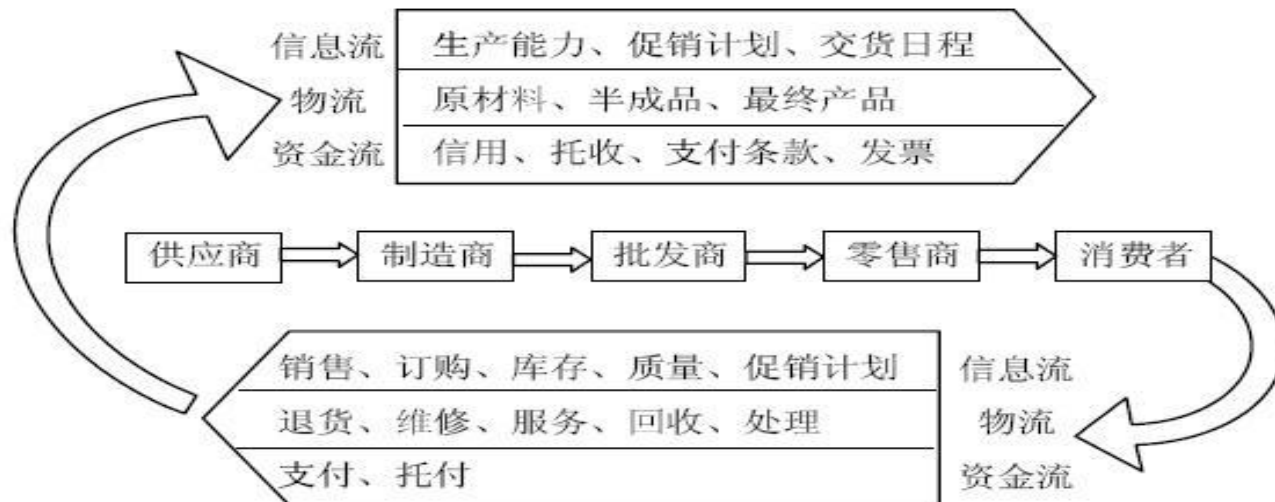


供应链管理核心元素：物流、信息流、资金流



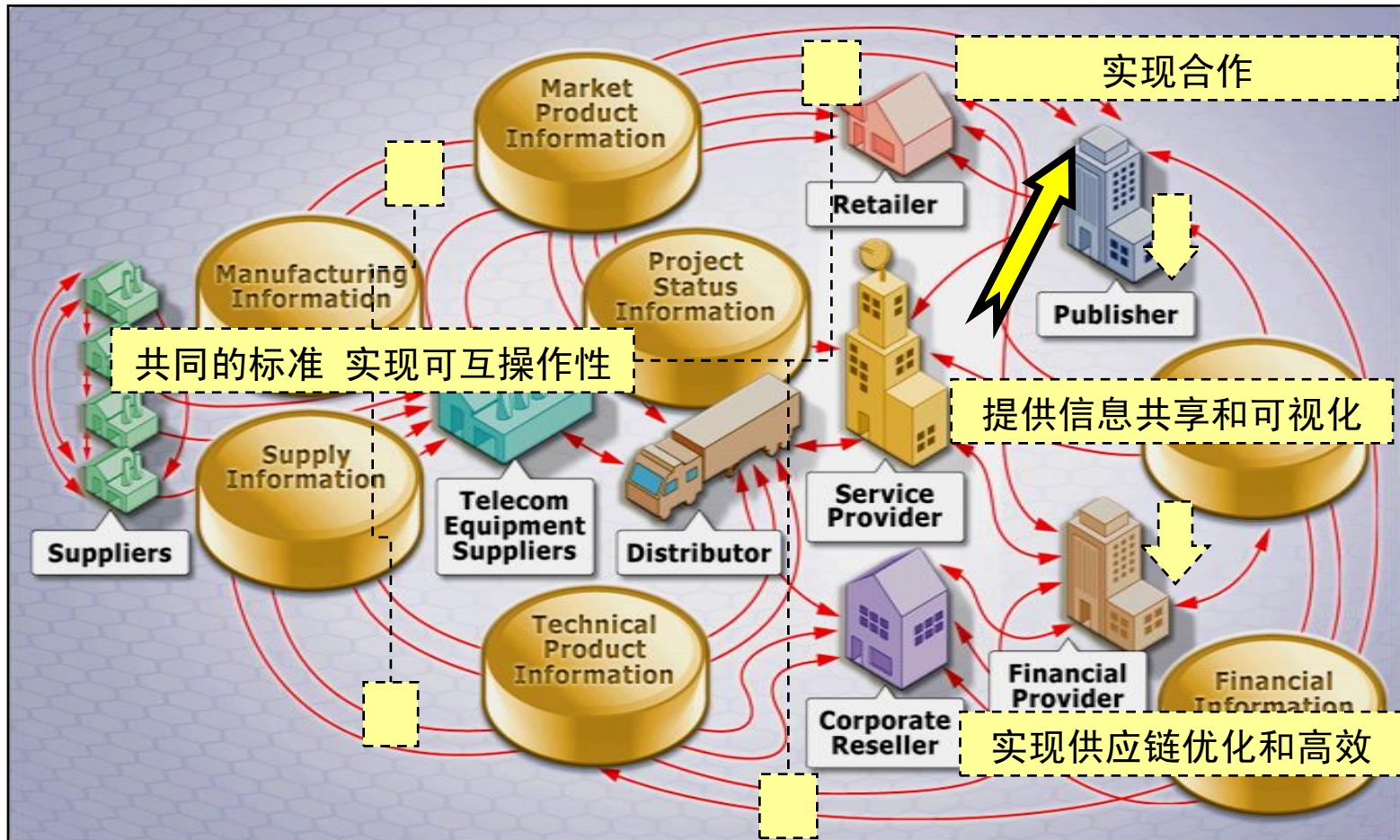
供应链管理的新挑战

- 企业的竞争不再是单个企业之间的竞争，而是该企业所主导的整个供应链之间的竞争
- 整个供应链上应对客户、市场变化的反应速度，灵活性和可视性决定了竞争能力
- 参与的各方包括企业的供应商、供应商的供应商，批发商、零售商，第三方物流、设计伙伴、代工厂等等，也有人称之为“企业社区(Enterprise Community)”





趋势：协同商务（Collaboration）潮流涌现

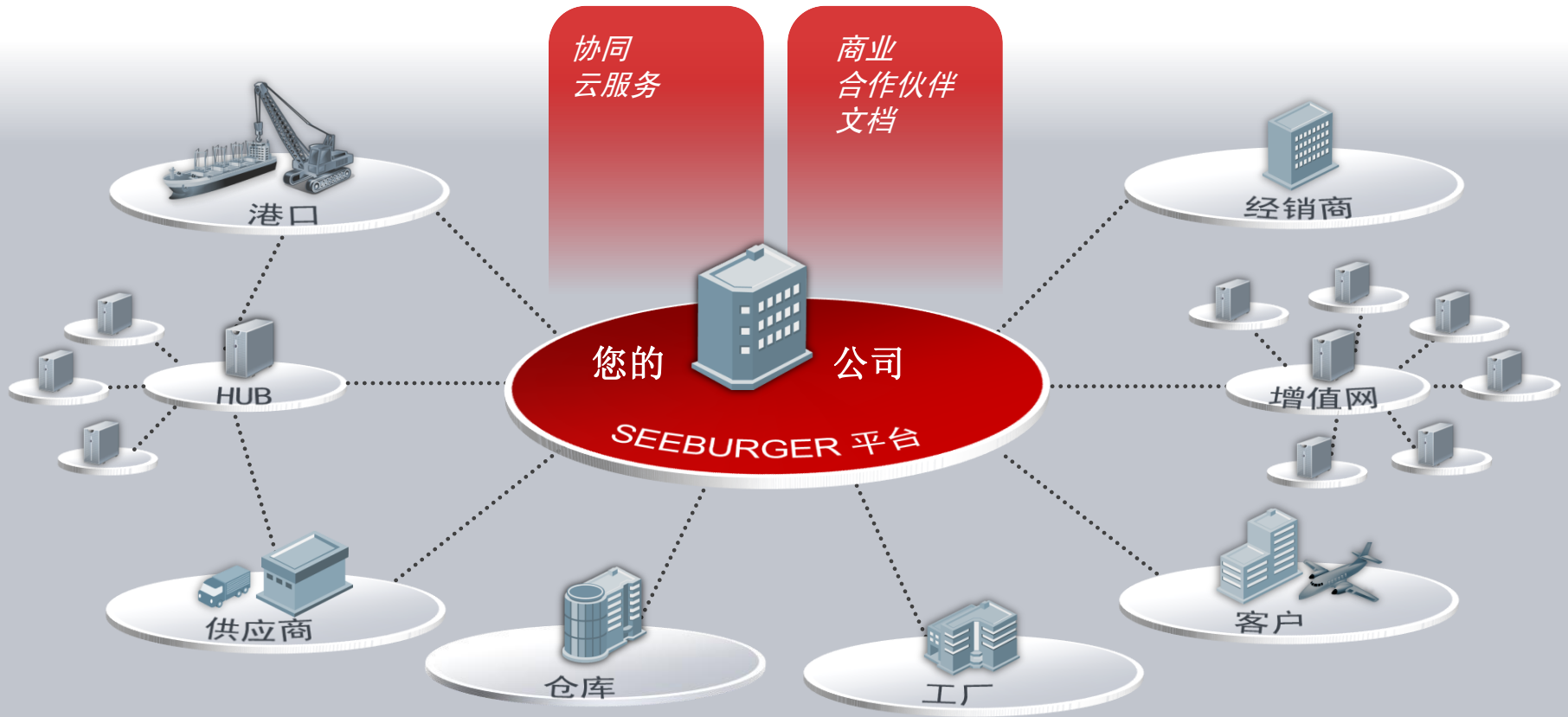




协同商务模式 — 集成化供应链管理



理想的供应链协同模型





SEEBURGER如何实现企业供应链协同？

商务集成套件（Business Integration Suite）简介



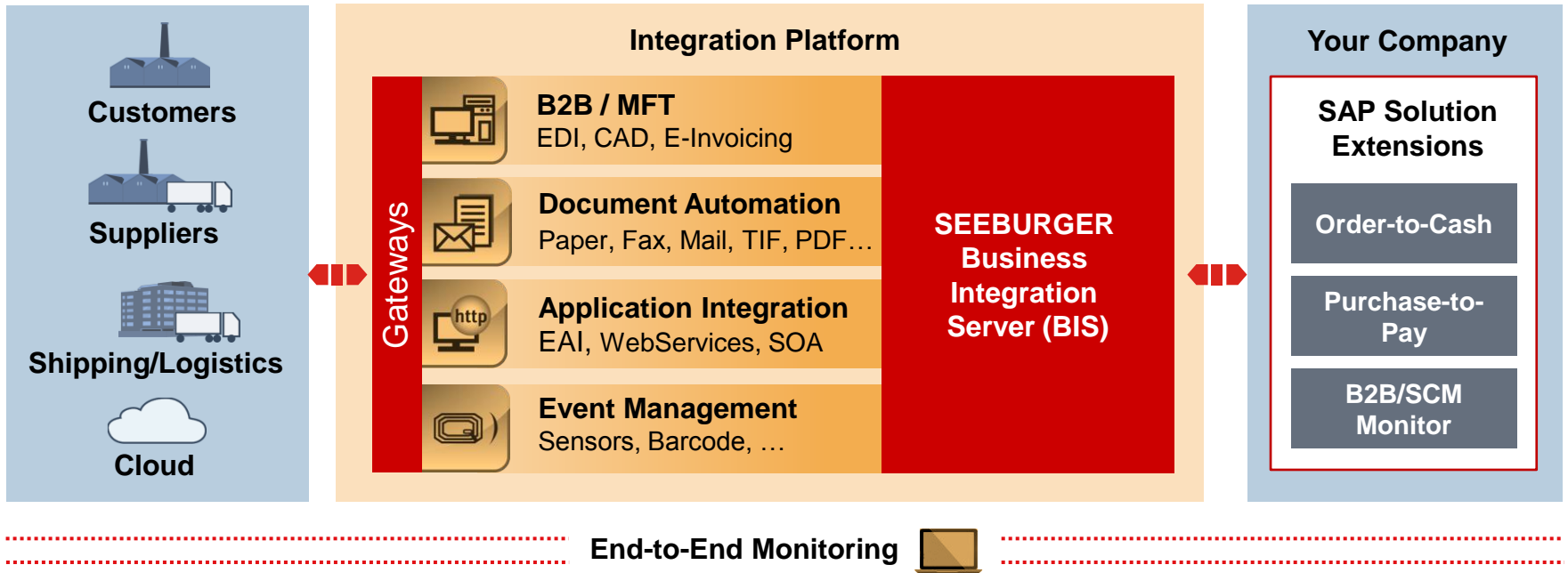
视频 — 商务集成套件（BIS）





»SEEBURGER Business Integration Suite« 商务集成套件

SEEBURGER 商务集成套件





SEEBURGER如何实现企业供应链协同？

客户案例介绍



客户案例 — MAGNA



挑战

Magna为了使其近60家子公司及500多个客户和供应商所形成的信息网络更加有效地运营，决定要将全球业务流程有效整合至统一的中央平台。另一个目的则是为了减少那些没有电子交换系统的小型站点的工作量。为了达到这些要求，Magna一直在寻找能够高自动化处理复杂业务流程的高效率平台，以确保数据交换的安全快速。Magna也一直在寻找能够提供全球24小时支持服务的解决方案。



Kurt Siegl, Magna IT及金融项目总监

» SEEBURGER所提供的项目管理及员工所展现的专业技能都相当的出色。我们非常感谢SEEBURGER的灵活性及高效性。6个月内我们完成了所有到BIS的转换。与SEEBURGER的合作，我们能够以更快更低的花费实现我们的目标。«

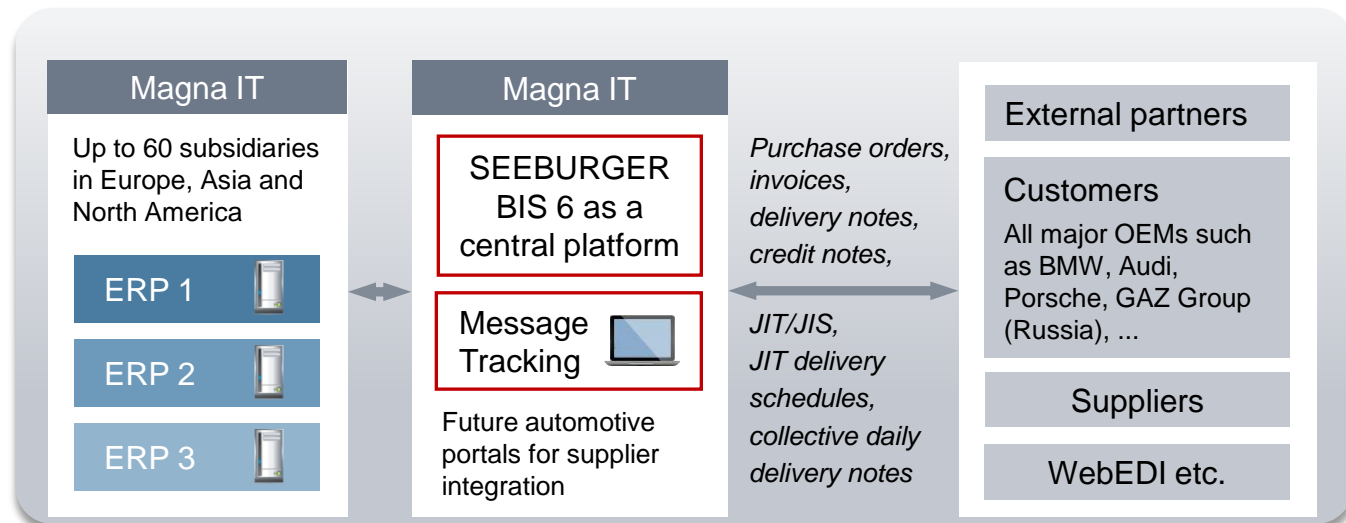




客户案例 — MAGNA

业务流程

- 发货时间表
- JIT发货时间表
- 采购订单
- 发票
- JIT/JIS业务流程
- 付款通知
- 日常送货通知

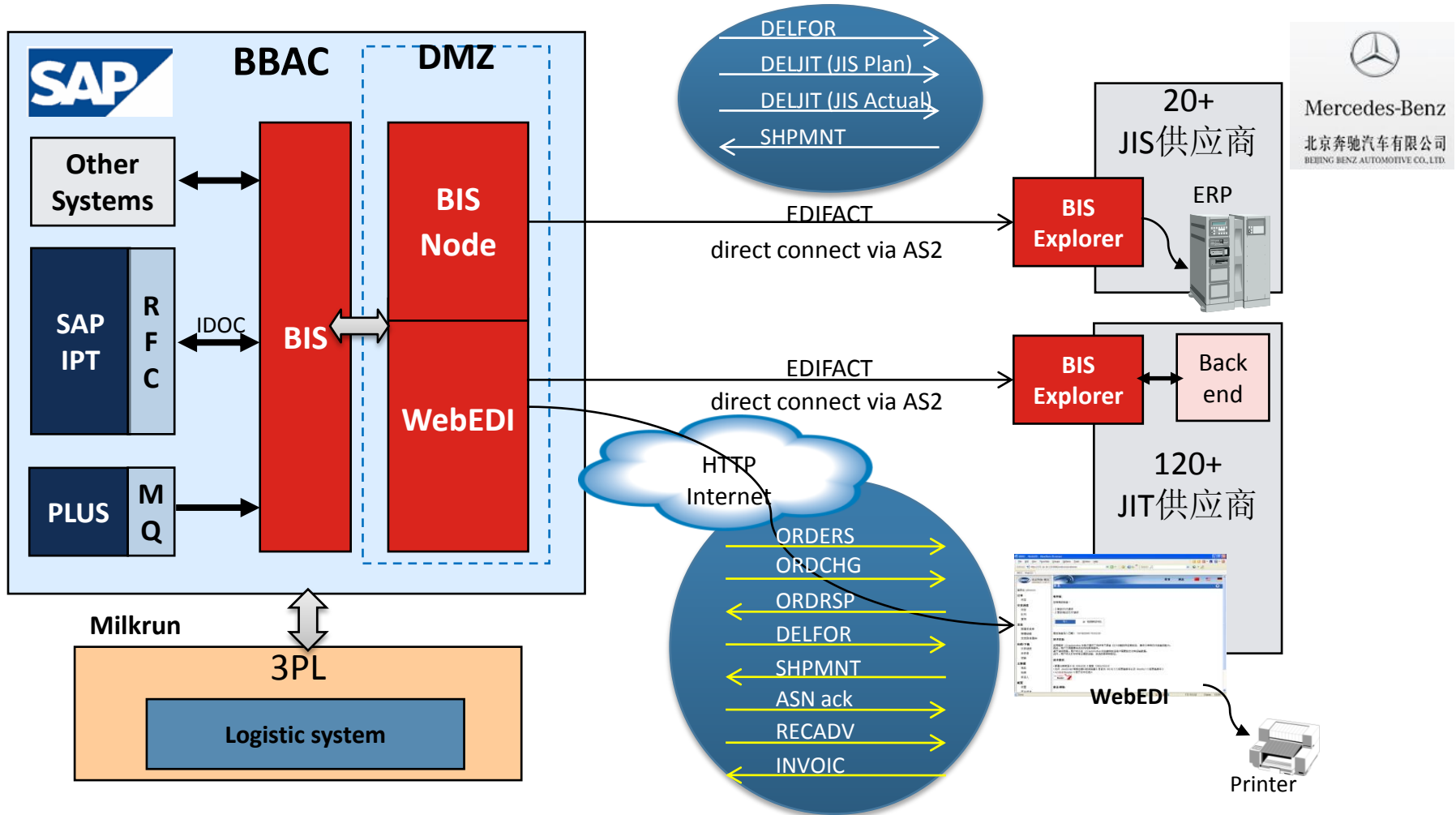


应用效益

- 通过BIS为所有的业务流程实现全球协同从而节约大量的成本
- 运用SEEBURGER业务流程/报文追踪功能监控整个业务流程
- SEEBURGER汽车门户实现自动化集成供应商
- 实现六个月内快速集成供应商而无任何影响
- 全球支持
- 报文格式: ODETTE, EDIFACT, ANSI X.12 | 通信协议: OFTP, FTP, SFTP, VAN



客户案例 - 北京奔驰





成功企业是如何从协同模式中
获得收益？



集成化供应链管理效益

根据 AMR的调研结果, 集成化的供应链管理将带来:

- 15% 的库存减少
- 提高17%订单执行能力
- 减少35%现金流转周期

进一步带来:

- 10%的收入提高
- 5-7% 的利润提高





BIS（商务集成套件）— 涵盖所有集成和通信要求的系统！

➔ 异构 B2B 系统只需一个中央平台便能实现无缝集成。

SEEBURGER 商务集成套件确保

- 最低的总体拥有成本（TCO）
- 增加运营效率
- 高拓展性





SEEBURGER – 公司介绍



SEEBURGER公司概览

- **Leading**领先 – 全球领先的商务集成服务供应商
- **International**国际化 – 50多个国家19个海外分支机构
- **Successful**成功 – 各行各业超过9,000家客户
- **Comprehensive**综合性 – 概念，产品和实施一体化
- **Independent**独立 – 1986年公司成立起始终盈利
- **Focused on industries & standards**
– 专注于行业 and 标准

BVL, W3C, OASIS, ebXML, AIAG, ODETTE, VDA/ITA, VDMA, EAN, EDIFICE, GS1, EDNA, EPCglobal, RosettaNet, ERCIM 等全球著名组织的成员。

SEEBURGER 全球客户分布





SEEBURGER企业里程碑

SEEBURGER里程碑

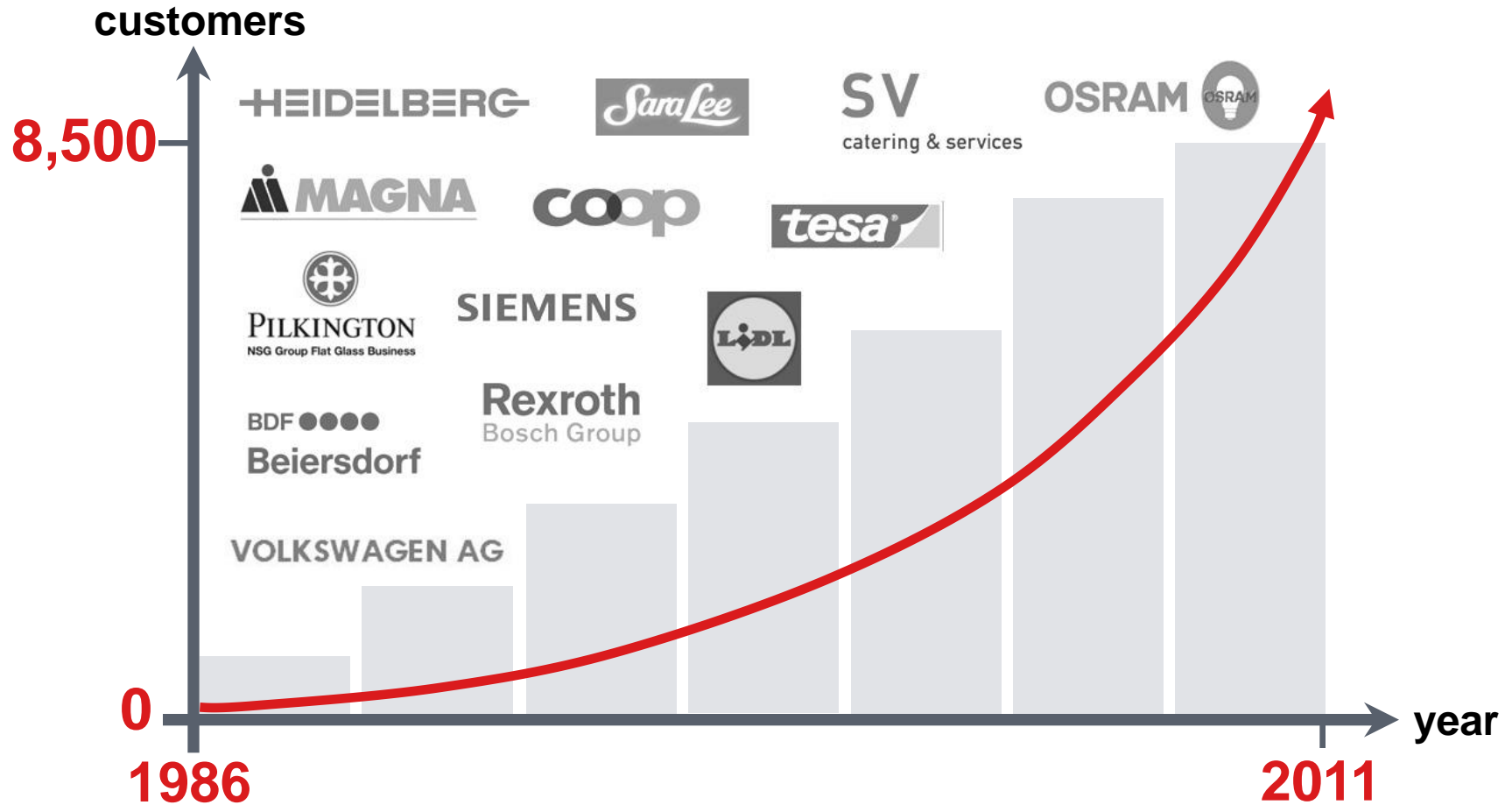
- 1986 被认为是汽车行业最成功的EDI解决方案面世
- 1995 成为全球第一家获得SAP R/3 REL. 3.X. EDI认证的公司
- 2006 SEEBURGER公司被世界权威分析公司GARTNER在其分析报告中认证为全球领先的B2B电子商务集成软件供应商
- 2007 SEEBURGER赢得2007年elog@istics奖, 和2007年最佳IT解决方案奖 (Global Supply Chain Council)
- 2010 SEEBURGER再次在Gartner B2B魔法象限中被评为“领导者”, 并在Forrester Wave中被评为全球领先的集成解决方案供应商
- 2011 SEEBURGER的可控大文件传输解决方案SEE FX赢得Golden Bridge Award最佳创新方案奖



Integrating
Best-Run
Businesses



SEEBURGER全球客户





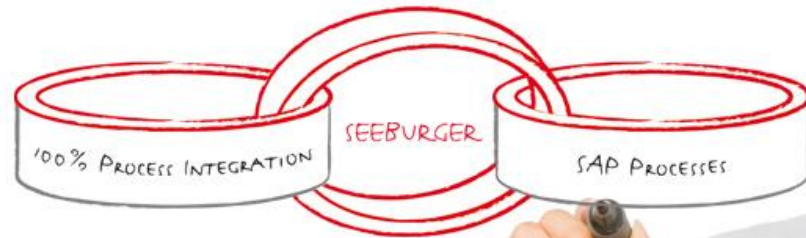
SEEBURGER中国区客户





SEEBURGER – 我们的目标宣言

- 连接商业伙伴
- 整合业务流程
- 链接全球企业



» SEEBURGER在全球拥有超过9,000家的满意客户，包括中小企业和各大跨国公司—25年以上的行业经验使我们在B2B业务集成和可控文件传输解决方案领域占据领先地位，并一直保持销售收入持续稳定的增长。«



SEEBURGER – 我们的名字代表着

- 超过25年的B2B集成经验—不依赖于任何ERP供应商和其他外部风险投资者，可以为客户带来具有长期投资保障的解决方案
- 以市场和客户需求为导向的创新产品战略
- 所有SEEBURGER解决方案都基于强大的、经过多年实践考验的研发平台上，而非购买多种软件开发拼凑而成。
- 基于统一技术架构的、可持续拓展的平台，提供适用于所有规模的企业和所有集成需求的解决方案。



联系我们

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infochina@seeburger.com

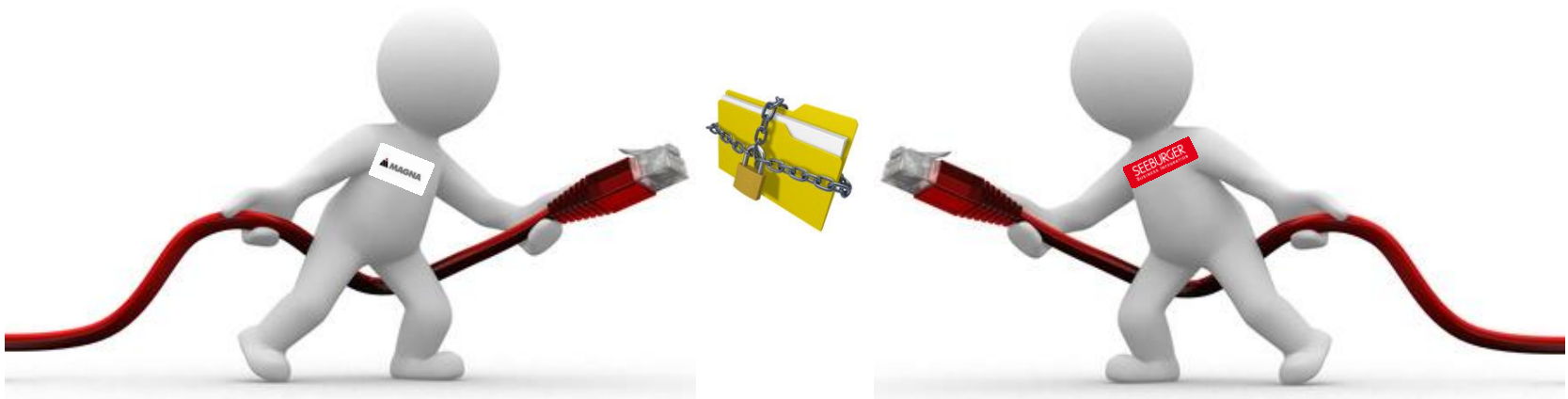
www.seeburger.cn

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电话: + 86 10 65637565

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Connect your Business Partners, Integrate your Processes!
连接商业合作伙伴，集成业务流程！



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