SEEBURGER
BUSINESS INTEGRATION

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OSRAM

SEEBURGER Business Integration Suite (BIS)

OSRAM uses API management and API integration to network the old and new system world

OSRAM is a leading global high-tech company. Its predominantly semiconductor-based products enable a wide range of applications from virtual reality to autonomous driving and from smartphones to networked intelligent lighting solutions in buildings and cities. In fiscal year 2018, the company generated sales of more than EUR 4.1 billion with more than 27,000 employees.

The company has been successfully exploiting the opportunities offered by digitization for many years. Since 2001 for example, the company has been continuously expanding its B2B/EDI capability into a complete digital integration platform for the company. For example, one particular milestone in this process was the global EDI consolidation of more than 40 EDI subsystems with the SEEBURGER Business Integration Suite (BIS).

OSRAM masters the challenge of digitization initiatives to integrate both classic and modern interfaces in order to link the old and new system worlds with each other. This is achieved with the SEEBURGER BIS API Solution. This solution demonstrated (in an intensive selection process) its capability to handle synchronous and real-time scenarios by way of extending the hybrid BIS integration platform that OSRAM had been using successfully for years. It makes it possible to provide modern interfaces to the outside world whilst at the same time connects all internal and external providers and services that do not support API-based access. Within a very short period of time, initial scenarios were successfully mapped, e.g. Salesforce integration with a heterogeneous backend landscape.

The Business Integration Suite connects a large number of internal SAP and non-SAP systems with each other and also connects external business partners and cloud solutions. These include systems for business and technical processes as well as infrastructure systems such as long-term archiving, mail and file servers,

ticket systems etc. Almost all business partners involved in the business process, such as customers, suppliers, freight forwarders, banks and service providers, are digitally connected to the OSRAM backend systems via BIS using a wide range of protocols and data formats.

Oliver Rupprecht,
OSRAM

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> With the SEEBURGER Business Integration Suite as the central integration platform for the future, OSRAM sees itself well positioned to tackle the challenges of digital transformation in an innovative way. This includes the expansion of the classic integration capabilities with modern API technologies for the consistent networking of our systems, as recently seen in our Salesforce introduction.

Oliver Rupprecht, IT Center of Competence
Business Integration at OSRAM

Business Systems · **B2B Shops** · **Salesforce** · **Market Data** · **Websites** · **Supplier Portal**

JSON or XML via REST or SOAP

EDI Providers

EDI Business Partner

SAP
Asia
Europe
North America
South America

JSON via OData Services and IDoc via tRFC

BIS

JSON or XML via REST or SOAP
EDI via AS2, OFTP2 or VAN

Customer
Supplier
3PL
Banks

CSV or Inhouse via Fileshare or SFTP

Product Catalog · **Mail Server** · **File Server** · **Longterm Archive**

SEEBURGER BIS combines API, SAP and EDI integration on one platform