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**Niterra**

SEEBURGER iPaaS (Integration Platform as a Service)

## Niterra EMEA GmbH – Positioned for the Future

Headquartered in Nagoya, Japan, with sales organizations and manufacturing facilities around the world, Niterra is a global supplier of technical ceramics and automotive components. The company's automotive division specializes in ignition and sensor technology. Niterra's activities in Europe, the Middle East and Africa (EMEA) are managed from the regional headquarters based in Ratingen, Germany. By using the SEEBURGER BIS Platform as a central integration platform for business-critical processes, the Niterra EMEA Region follows the strategic decision of the Japanese headquarters to consolidate its systems, positions itself for the future and is better equipped to meet all market and group requirements in a more flexible and standardized way.

### Efficiency, agility and flexibility with SEEBURGER BIS & SEEBURGER iPaaS

The Niterra EMEA Region uses the BIS Platform as an iPaaS, thereby transferring the technically complex 24/7 platform operation to the SEEBURGER Cloud. With its own EDI team, all integration tasks can continue to be performed inhouse.

- By delegating the platform operation to SEEBURGER, all requirements for security, certification, high availability and scalability are met and own human resources are saved.
- This gives you the freedom to focus on your core business while leveraging your own expertise for complex, mission-critical integration requirements such as mapping, processes and configuration development.
- Competent SEEBURGER consultants and short response times ensure smooth implementation with mapping support.

### About Niterra

With more than 85 years of industry experience, Niterra is a global supplier of technical ceramics and automotive components for original equipment, aftermarket and industrial customers. Headquartered in Nagoya, Japan, the company is present on all continents with 69 group companies, 34 production sites, five technology centers and three venture labs.

The company's automotive division specializes in ignition and sensor technology, serving original equipment, aftermarket and industrial customers worldwide. Over the years, the company has expanded its ceramics expertise into other areas. Going forward, Niterra intends to reshape its business portfolio to drive the development of innovative and sustainable solutions in new business areas. Four business areas have been identified: Mobility, Medicine, Environment and Energy, and Communications.

[www.ngkntk.com](http://www.ngkntk.com)

“ As regards the transformation taking place in our company, we are continuously expanding our B2B and B2C business across EMEA by switching to SEEBURGER iPaaS and BIS as the central data hub for our business-critical processes and future-proofing ourselves. ”

Ulrich Gräbing, Senior Manager Operational Applications, IT EMEA

## SEEBURGER BIS Platform offers the Niterra EMEA Region unlimited integration options

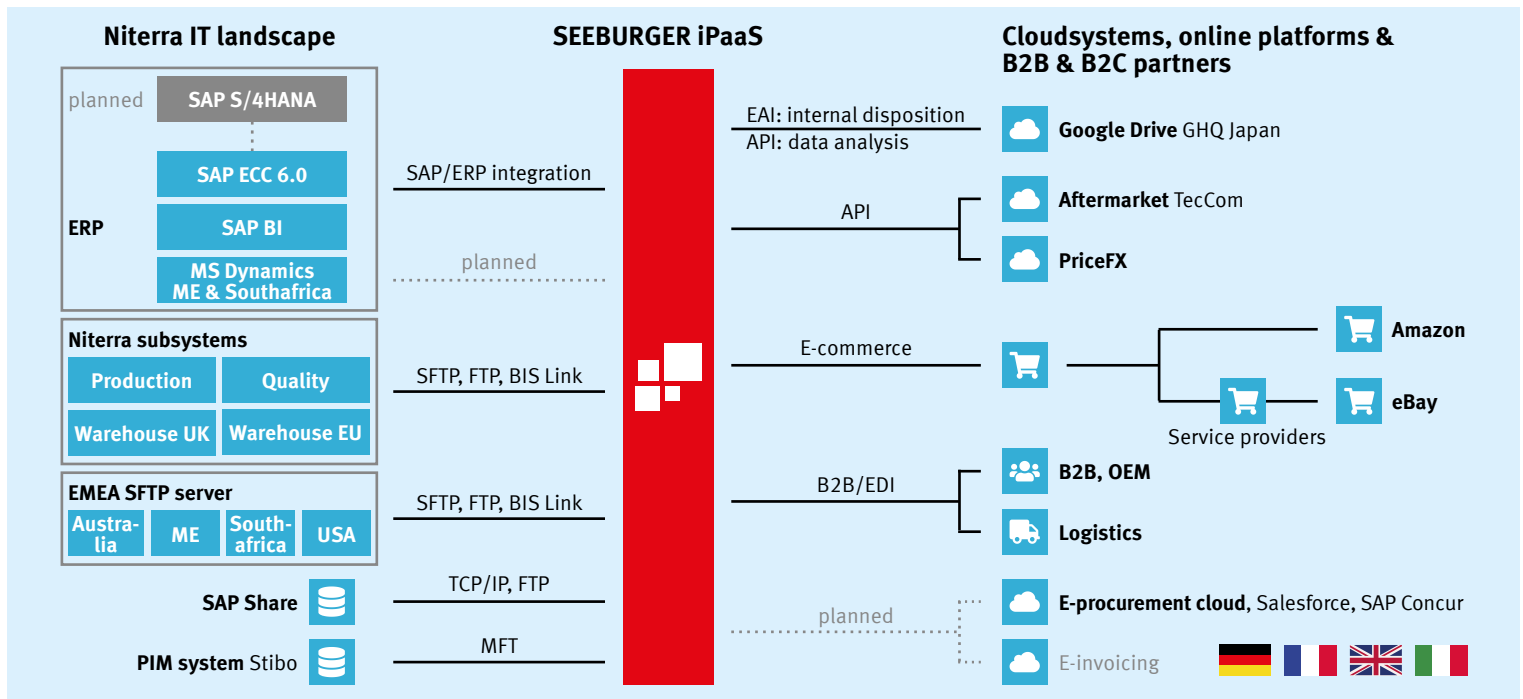
The modern BIS enables the **Niterra EMEA Region** and, in the future, the **entire Niterra Group** to meet all B2B and B2C requirements for

- **Promotion** of the **EDI** area with a regional focus
- **Reverse engineering** of numerous **workarounds into standards** (Amazon, SAP Success Factors, etc.)
- **E-commerce** development via
  - ✓ **Amazon:** Handling of order and delivery processes via SFTP
  - ✓ **eBay:** EDI processing via service providers and direct shipping to end customers
- **Integration of**
  - ✓ **Google Drive** of global headquarters (for internal order scheduling via EAI and API data provisioning for analysis purposes, as well as automated file storage such as annual financial statements, audits, etc.)
  - ✓ **MS Dynamics** (used in the Middle East and South Africa)
  - ✓ **TecCom platform** (automated order processing in the aftermarket)
  - ✓ **E-procurement** cloud solution (e.g. Onventis, ARIBA, JAGGAER, etc.)
  - ✓ **PIM system** Stibo (Niterra product data catalog)
  - ✓ **Niterra SFTP server** (connection of non-EDI suppliers, smaller OEMs and OE customers in the aftermarket)
  - ✓ **Niterra subsystems**
    - **Production, warehouse and quality systems** (e.g. BABTEC: CAQ data exchange between subsystems and transfer to SAP Share)
    - **Warehouse systems** UK & EU
  - ✓ **SAP Share:** Data routing from SAP Share via BIS to subsystems (e.g. evaluations pulled from SAP)
  - ✓ **PriceFX** (price management & calculation)

### Benefits for Niterra

#### SEEBURGER iPaaS as Niterra integration standard for the EMEA Region:

- Customized business integration:
  - Maintain independence and leverage EDI expertise
  - Leverage the latest integration technology for B2B/B2C data exchange
  - Clearly defined SLAs and regular release management
- Transparency and monitoring
- Smooth and timely project implementation within budget
- Competence and expertise of SEEBURGER contacts
- No third-party intermediaries
- Ready for all integration requirements



The SEEBURGER BIS Platform opens up unlimited integration options for the Niterra EMEA Region

### Further integration projects with BIS that are planned and under discussion include

- **WebEDI:** Expanding the supplier business with China
- **E-Invoicing:** Addressing different e-invoicing mandates in the EMEA region (Germany, France, UK, Italy,...)
- Migration to **SAP S/4 HANA**
- Integration with other systems, such as **Salesforce** CRM and **SAP Concur** expense management