

## P R E S S   R E L E A S E

Online event to feature experts from Odette, Volkswagen and Draexlmaier

### **SEEBURGER and Odette on APIs**

**10/01/2023 - Bretten, Germany - SEEBURGER, the business integration company, will host their institutional partner, the European Automotive Association Odette, in an online event featuring critical information on the application and implementation of APIs and API security in automotive supply chain processes.**

Odette will share progress on an upcoming standardized approach designed to make API implementation easier, faster and more scalable for companies.

As automotive manufacturers and suppliers become more digitalized, their use of APIs enables real-time access to information such as inventory levels, order status and the pinpointed location of a shipment. Odette will provide standards, tools and services to assist companies with effective API implementation.

*Using APIs to Achieve Real 'Real-time Visibility' in the Automotive Supply Chain* will take place 24 January 2023 at 15:00 CET, 9:00am EST. Odette and SEEBURGER will be joined by technology and supply chain experts from Volkswagen and Draexlmaier. The online 90-minute event targets API and IT leaders and managers at OEMs and Automotive industry suppliers.

*"As digitalization proliferates, companies are taking advantage of API technology more than ever to improve business processes,"* says Joerg Walther, Odette International. He adds, *"implementation standards will help companies, and as a result, the supply chain, to more quickly and easily benefit from APIs."*

The event topics include:

- Where API technology fits in the overall digital scenario
- Which supply chain processes are ideal for APIs
- Security implications of implementing API data exchange

*“We are pleased to be hosting this event with our institutional partner, Odette. Automotive companies all over the world can benefit from this information,” says Axel Haas, Co-CEO, SEEBURGER. “As APIs have become an essential part of business, standardization and security enhance the benefits for all.”*

[Register now to join the event](#)

### **About SEEBURGER**

SEEBURGER is an integration software and IT services company. Founded in 1986, SEEBURGER has been transforming the IT landscape with Business Integration Suite (BIS) – a fully cloud-capable, modularly built, integration technology stack, developed and supported entirely in house. Family-owned with over 1,000 employees worldwide, SEEBURGER accelerates business-driven innovation through digitalization, automation and integration. [www.seeburger.com](http://www.seeburger.com)

### **About Odette**

Odette is a not-for-profit European standardisation, services and networking platform for the entire automotive supply chain. The mission of Odette is to improve the efficiency and enhance the competitiveness of the European automotive industry within the global economy. To realise this mission, Odette develops standards and best-practice recommendations and provides tools and services, which support the digitalisation of supply chain processes and secure the exchange of confidential commercial and engineering data exchange throughout the world.

© Copyright 2023 SEEBURGER AG. All rights reserved.

### **Direct Contact:**

SEEBURGER AG

Thomas Baezner

Automotive Expert

[t.baezner@seeburger.de](mailto:t.baezner@seeburger.de)

### **Media Contact:**

SEEBURGER AG

Edisonstraße 1

D-75015 Bretten

Tel. +49 7252 96-0

[presse@seeburger.de](mailto:presse@seeburger.de)

[www.seeburger.de](http://www.seeburger.de)