

## SEEBURGER Highlighted in the 2023 CRN® Partner Program Guide

SEEBURGER's global partner program honored for the fifth consecutive year

**03/31/2023 - Bretten, Germany - SEEBURGER, the global leader in business integration solutions, has been recognized by CRN®, a brand of The Channel Company, in its 2023 Partner Program Guide for the fifth consecutive year. This annual guide offers essential information to members of the IT channel ecosystem as they explore technology manufacturers' partner programs to find the vendors that will best support their business needs.**

For solution providers such as managed service providers (MSPs), value-added resellers (VARs), systems integrators, and strategic service providers, a critical factor when assessing which IT manufacturers, service providers, and distributors to team with in building world-class technology solutions is the breadth and depth of the partner programs those companies offer. Strong elements such as financial incentives, sales and marketing assistance, training and certification, technical support and more can set a vendor apart and play a key role in boosting partners' long-term growth.

In the 2023 Partner Program Guide, vendors were evaluated based on program requirements and offerings such as partner training and education, pre- and post-sales support, marketing programs and resources, technical support, and communication.

The [SEEBURGER Partner Program](#) enables channel partners, such as value-added resellers, system integrators and independent software vendors, in addition to infrastructure, service and OEM partners, to collaborate with SEEBURGER in providing integration solutions powered by the [SEEBURGER Business Integration Suite \(BIS\) Platform](#) technology, [services](#) and [people](#) (1,000+ integration-experienced professionals).

*"The SEEBURGER BIS Platform delivers dynamic capabilities, services and deployment models with the agility, scalability and security our customers need for ecosystem integration. With our partners, we strive to help our customers connect applications, integrate technologies, automate processes and inspire people to innovate while solving complex business integration challenges in the cloud, on-premises and in hybrid environments,"* said Sreekamal Challa, SVP of Strategy, Business Development & Partnerships at SEEBURGER.

*"In today's world, the need for innovation is greater than ever,"* said Blaine Raddon, CEO of The Channel Company. *"Solution providers seek vendors that can keep pace with their developing business and evolving client needs. CRN's 2023 Partner Program Guide delivers deep insight into the strengths of each program, spotlighting the vendors dedicated to supporting their partner community and pushing positive change throughout the IT channel."*

The 2023 Partner Program Guide will be featured in the April 2023 issue of CRN and online at [www.CRN.com/PPG](http://www.CRN.com/PPG).



## About SEEBURGER

SEEBURGER is an integration software and services company. Founded in 1986, SEEBURGER has been transforming the IT landscape with a cloud-native, modular 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.

The SEEBURGER Business Integration Suite (BIS) Platform offers integration capabilities for managing a wide range of use cases for companies and business partners, including API, EAI, B2B/EDI, MFT, IoT and Automation with deployment models for cloud, on-premises and hybrid environments. For more information, visit [www.seeburger.com](http://www.seeburger.com).

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## About The Channel Company

The Channel Company enables breakthrough IT channel performance with our dominant media, engaging events, expert consulting and education, and innovative marketing services and platforms. As the channel catalyst, we connect and empower technology suppliers, solution providers and end users. Backed by nearly 40 years of unequalled channel experience, we draw from our deep knowledge to envision innovative new solutions for ever-evolving challenges in the technology marketplace.  
[www.thechannelcompany.com](http://www.thechannelcompany.com)

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