

**L&L Products Deploys SEEBURGER to Provide Managed EDI for Oracle,
Following 26-Module Rollout of Oracle E-Business Suite**

EDI Administration Outsourced; Gateway Licensed for Easy In-House Migration

ORLANDO, FL (May 4, 2009, OAUG Collaborate Conference) - SEEBURGER Inc. announced today that L&L Products, a Michigan-based manufacturer of engineered sealing and structural solutions for the worldwide automotive industry, has upgraded its EDI system to SEEBURGER managed services in conjunction with the replacement of its legacy manufacturing resource planning system with Oracle® E-Business Suite Release 12. L&L recently completed a 26-module Oracle implementation that includes Oracle Advanced Supply Chain Planning (ASCP) to aid in forecasting production needs.

The implementation has enabled L&L to be more tightly integrated with its supply chain than ever before in order to reduce costs, gain more accurate demand information, improve overall visibility and optimize operations in the face of today's turbulent automotive market, positioning them for the long term.

L&L licensed the SEEBURGER Business Integration Server (BIS) for EDI-related data translation, message delivery and application integration while outsourcing all mappings and other administrative duties to SEEBURGER's managed services group. The managed services option was a key factor in L&L's choice of EDI providers because of the 24x7 global oversight, faster mapping turnaround, reduced risk and cost savings achieved by using a dedicated SEEBURGER team, including eliminating the need to hire in-house business integration experts.

SEEBURGER handled onboarding services for all L&L trading partners, including most of the major automotive OEMs. The majority of the EDI traffic being routed and processed by SEEBURGER consists of planning schedules (830) and shipping schedules (862) received from L&L partners along with time critical advanced shipping notices transmitted by L&L, supporting the customer's just-in-time manufacturing operations.

"We recognized even before the recession hit that our legacy MRP and EDI systems needed to be modernized to eliminate information silos, tighten our supply chain, and achieve new cost and operational efficiencies. That became even more important when the bottom fell out of the automotive market," said Kraig Brown, IT Director, L&L Products. "On the EDI side, upgrading to SEEBURGER's managed services has given us full transaction visibility, our first-ever 24x7 support, and shorter cycle times for new mappings and onboarding trading partners – all while lowering our total cost of ownership. These are critical benefits at any time and particularly in today's economy."

The combination of SEEBURGER's mapping services and long-standing integration with Oracle also expedited the implementation. The entire Oracle/SEEBURGER deployment project took less than a year, leveraging SEEBURGER-developed connectors as well as company consultants with extensive BIS experience. New mappings and trading partner onboarding can be completed in just a few days.

Both the SEEBURGER BIS and the Oracle E-Business Suite are being hosted by a third-party provider, relieving L&L of hardware and software management as well as providing around-the-clock, time-zone-independent support for business-critical functions. Owning the SEEBURGER gateway gives L&L the option of bringing the software in-house in the future without investing in a new B2B integration solution.

"Manufacturers like L&L must have seamless, reliable and near-instant integration between ERP and EDI systems to ensure a smooth flow of information to enable supply chains, but everyone's specific needs are different. Some organizations need traditional on-premise software installation, others prefer the managed services model, and some like L&L want a combination of the two," said Bill Metallo, Vice President, SEEBURGER Inc. "This project demonstrates our ability to meet any of those three models as well as the benefits that can be gained from upgrading to a newer B2B platform with tighter application integration and advanced functionality."

SEEBURGER offers a comprehensive EDI/B2B solution suite that includes multiple B2B gateways and related products for disparate enterprise needs, including specialized solutions that automate document exchange with non-EDI-enabled trading partners via e-mail, spoke units and partner portals. SEEBURGER is able to support all global trading requirements with a single solution, aiding global enterprises that wish to simplify their technology infrastructure by standardizing on one B2B platform for all offices. Both in-house and outsourced deployment options are available.

About Oracle

Oracle (NASDAQ: ORCL) is the world's largest enterprise software company. For more information about Oracle, please visit our Web site at <http://www.oracle.com>.

Trademark

Oracle is a registered trademark of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners.

About SEEBURGER

SEEBURGER is a leading provider of global business integration solutions designed to optimize transactions throughout the extended enterprise by automating trading relationships with all partners regardless of their size and technical resources. Launched in 1986 to provide integration solutions to the automotive industry in Germany, the company today is ranked among the top business-to-business gateway providers by leading industry analysts, and serves more than 7,800 customers in more than 50 countries and more than 15 industries through its flagship Business Integration Server and related products and services. SEEBURGER has global offices in Europe, Asia Pacific and North America, including a U.S. office that opened in 1998. For more information, visit www.SEEBURGER.com

CONTACT:

Monisha Mills
SEEBURGER Inc.
678 638 4884

m.mills@seeburger.com