

CeBIT 2010 in Hanover from March 2 to 6, 2010

Succeeding with emotion and innovation in the new “connected world”

Utilizing customer focus – itelligence AG strengthens commitment at CeBIT 2010

Bielefeld, December 18, 2009 – itelligence AG, the successful SAP consulting company, is raising its profile as an SME consultant at the world’s biggest computer trade fair. With an entire new trade fair design covering around 253 square meters at the main stand in Hall 4, E04 and F01, itelligence aims to radically change and improve the method and quality of customer contact at CeBIT.

itelligence’s new stand design has significantly expanded communication areas for customer discussions and correspondingly a strong dialog-oriented emotional positioning. itelligence wants to send a signal with this: The successful mid-market partner in the SAP environment is presenting itself as the IT full-service consultant who understands its customers and finds shared solutions with them to implement innovations in practice as quickly as possible. To achieve maximum customer value in the “connected world scenarios” presented at CeBIT, the most important methods of customer orientation include consulting, communication, and service orientation.

Dr. Andreas Pauls, Sales Manager for Germany and Austria, itelligence AG, says: “We have the consulting expertise to provide SMEs with truly excellent support in implementing their core competencies in business. We want to respond innovatively here to the demands for increased efficiency in a complex environment, like the connected world scenarios, improved cost overview, and the possibilities of cost reduction. The new design not only demonstrates the presentation approach at CeBIT, but also the new partnership method of customer communication.”

Press Release - itelligence

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Torsten Scholz, Marketing Director, itelligence AG, comments: “Our aim is to clearly emotionalize the itelligence brand, and to dismantle barriers against the assumed complex topic of SAP. As differentiation based solely on product advantages is no longer sufficient, the brand must be additionally distinguished. We are placing customers and employees at the center of the CeBIT campaign. Who else could credibly represent the brand? By representing them and giving them a voice, we are giving our brand a proverbial face. The new trade fair appearance and customer approach is thus based on an emotional corporate profile and no longer on a topic or product level.”

itelligence will appear in dialog with its customers at three locations at the trade fair:

Hall H4, E04 and F01

Hall H5, at the SAP stand, on the topic of SMEs with presentation by Business By Design

Hall 19/20, in the SAP world tour area

itelligence is one of the leading international full-service providers of solutions in support of SAP solutions, employing about 1,400 highly qualified employees in 17 countries and in five regions (America, Asia, Western Europe, Eastern Europe and Germany/Austria). As a frequently awarded SAP partner itelligence realizes complex projects in the SAP solution-based environment for over 3,000 customers worldwide. In 2006, itelligence obtained gold-level status as an SAP channel partner as part of the SAP PartnerEdge™ program in Germany, and in the U.S. in 2007. The company’s services in support of SAP solutions range from consulting and licensing to outsourcing and services to proprietary industry-specific SAP. In 2008, itelligence generated total sales of EUR 216.6 million.

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