

### **Automotive audio book**

## **Current audio book provides valuable impetus for the mid-market automobile industry**

Bielefeld, August 16, 2005 - Countless decision-makers' desire for a straightforward way of gaining information is now becoming reality for managers in the automobile industry. SAP and itelligence AG are launching a highly practical, specialist audio book. In the book, experts report on the latest trends in the industry and provide valuable grounds for decision-making.

What could be more natural for the car industry than to put on a CD on the way to work or to see a customer, and thus gain new knowledge in a quick and efficient way? Nothing, and that is why SAP and the complete IT service provider itelligence have produced the audio book for the "SAP automotive mid-market." The contents of the audio CD are specially tailored to meet the needs of the automobile industry, and the CD thus contains concise specialist contributions and in-depth interviews on current topics affecting the industry. The listener learns how the mid-market automobile industry is meeting the challenges it is facing as a result of globalization and structural change – namely by concentrating on its traditional strengths. In addition to innovativeness, experts believe that such strengths primarily include the courage to invest. These qualities are opening up new opportunities for mid-market companies.

The new audio book aims to show how the existing potentials can be leveraged. Economic experts, trade journalists, and IT specialists are among those making their expert contributions. One of the authors is Franz Rother, Chief Editor of the German car magazine Automobilwoche, who reveals how suppliers can use their eastern European locations to improve their competitiveness. Eberhard Weibeln, Managing Director of Porsche Consulting GmbH, highlights the benefits of Kaizen – the Asiatic implementation of lean management theories. Further topics covered include optimized engine production at Mercedes-Benz HighPerformanceEngines Ltd (former Mercedes Ilmor) and the shifting of the value-added chain from the manufacturer to the supplier. The CD is now available and can be ordered free of charge at [www.hoerbuch-automotive.de](http://www.hoerbuch-automotive.de).

**itelligence AG Press Release**

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**About itelligence AG:**

**itelligence AG is a leading international full-service provider for SAP employing some 1000 highly qualified employees in 15 countries and in 4 regions (America, Western Europe, Eastern Europe and Germany/Austria). As a mySAP Business, Service and Support Alliance as well as Global Partner Hosting and Global Services Partner, itelligence realizes complex projects in the SAP environment for over 1,200 customers worldwide. The company's services range from SAP consulting and licensing to outsourcing and services to proprietary industry-specific SAP solutions. In 2004, itelligence AG generated total sales of EUR 131 million.**

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