

Dutch consulting firm is expanding its consultancy and service portfolio!

2B Interactive renamed itelligence

Eindhoven, June 10, 2010 – 2B Interactive, the successful Benelux consulting firm, was renamed itelligence on June 1, 2010 and plans to significantly expand and internationalize its service portfolio. A total of approx. 100 itelligence employees in The Netherlands and Belgium offer complete SAP consulting, implementation and outsourcing offerings plus, for example, a successful e-business portfolio.

The re-branding of 2B Interactive shall be accompanied, from June 2010, by marketing measures under the motto “It’s not an addition but a multiplication”. This will include a corporate advertising campaign as well as special customer information and events, which will be realized over the coming months.

Peter Slaats, founder of 2B Interactive and CEO of itelligence Benelux: “We can now offer a significantly wider range of services to our Dutch, Belgium and international customers, including the entire outsourcing service portfolio for SAP applications. In association with the overall itelligence AG network, a very international team is now available, which fulfills the most differing of customer requirements, at the highest quality level, worldwide.

The background to the re-branding is the new majority holding of itelligence AG in 2B Interactive. itelligence, one of the world's most successful SAP consulting firms for SMEs, took over 51% of 2B Interactive on October 1, 2009. The aim of this extensive new partnership is, on the one hand, to become the no. 1 in the SAP SME market in the Benelux countries. On the other hand, the new itelligence Benelux will use its skill profile to, for example, internationalize its successful SAP solutions for the university domain.

Service for the editorial teams:

1. Photo of Peter Slaats, founder of 2B Interactive and CEO of itelligence Benelux

**itelligence BV press release
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itelligence is one of the leading international full-service providers of solutions in support of SAP solutions, employing more than 1,600 highly qualified employees in 19 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 2009, itelligence generated total sales of EUR 220 million.

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