

Are SMEs in the midst of a raw materials crisis?

## itelligence: First cross-border conference for IT-supported raw material management

Bielefeld, October 25, 2011 – Globalization and the rapid exchange of information regarding quantities of goods and prices, as well as the appetite for raw materials among fast-growing states such as China, have in recent times led to a shortage of raw materials and prices subject to volatility and enormous increases. For SMEs in particular, this volatility is an immense challenge that calls for quick decisions founded on sound basic data. The solution is active raw material management integrating all areas relevant to added value and, if possible, supported by IT. But what opportunities does this create for small and medium-sized enterprises?

In the first cross-border itelligence conference on “IT-supported raw material management” in Hamburg on November 16, 2011, experts in their fields will be considering this development from the perspective of Commerzbank. IT managers from global companies will be talking about their specific experiences in putting such a solution into practice. Meanwhile, experts from itelligence AG will demonstrate IT-supported solutions and highlight the interaction between the market and ERP systems.

Eugen Weinberg, Head of Commodity Research and Michael Alt, Corporate Solutions Indirect Commodities, will provide well-founded information and background on the subject in their report entitled “High raw material prices – a risk to competitiveness?” As an example, Commerzbank published their study [“Rohstoffe und Energie: Risiken umkämpfter Ressourcen”](#), in October, which is available in PDF format at [www.Unternehmensperspektive.de](http://www.Unternehmensperspektive.de).

As Ingo Böckmann, Director of Market Management at itelligence AG, explains: “In the medium term, raw material prices will continue to rise. As a result, company profit is increasingly affected by intelligent management of raw materials. Although companies have information about suppliers, raw materials and market participants, they have not been able to gather it together and use it to make decisions quickly enough up to now. In this respect, itelligence offers viable, IT-supported solutions.”

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Marit Conrath, Director of IT Applications at [Aurubis AG](#), Hamburg, will illustrate the successful method of dealing with features specific to metal in ERP systems. In the case of copper in particular, the scarcity of resources and the associated price increase in the last three years is especially significant ([ntv-telebörse](#)). Volatility affects daily business more today than ever before. Marit Conrath has oversight of IT at Aurubis, the world's leading copper producer and processor.

René Marc Weber, managing director at [WEBER & SCHAER GmbH & Co. KG](#), specialist importer of rubber, plastic and adhesive materials from Hamburg, will report on established experience in the use of IT-supported systems and their advantages. He will show how the implementation of pragmatic IT-supported raw material management enables SMEs to best conduct global business with raw materials.

**Background – IT-supported raw material management for SMEs**

Uneven distribution of raw materials and security of supply often affect SMEs more than large corporations with their own trading power, as supply can determine the price due to the price elasticity of demand. SMEs can counteract this by

- Reducing the volatility of their cash flows and cost stabilization
- Possibly waiving price-shifting clauses in contracts
- Improving planning security by means of IT support

Although there is market intelligence with regard to supplier and raw material markets, this cannot be obtained automatically in order to gain a secure basis for making decisions. This is where integrated IT approaches in the SAP environment come in. Although raw materials are available, the price must be secured.

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### IT-supported raw material management

- High raw material prices – a risk to competitiveness? What instruments can be used for targeted price protection? Eugen Weinberg, Head of Commodity Research at Commerzbank AG and Michael Alt, Corporate Solutions Indirect Commodities, Commerzbank AG
- The answer to increasing and volatile raw material prices: Effective IT control of commodities and listed raw materials: Thomas Tusch, SAP sector manager, itelligence AG
- Global access to raw material stocks – the IT solution: Not in warehouses yet, but booked as stock; Franziska Ketterer, SAP consultant, itelligence AG
- Making the best business of raw materials worldwide as an SME: Implementing pragmatic IT-supported raw material management; René Marc Weber, managing director, WEBER & SCHAER GmbH & Co. KG
- Dealing with features specific to metal in ERP systems; Marit Conrath, Director of IT Applications, Aurubis AG

The event is free, but itelligence AG requests that you register in advance as there is a limited number of places. Further information on the event and the online registration form are available from itelligence at

[http://www.itelligence.de/events\\_rohstoffmanagement.php](http://www.itelligence.de/events_rohstoffmanagement.php)

**itelligence is one of the leading international full-service providers of solutions in support of SAP solutions, employing about 2,200 highly qualified employees in 20 countries and in five regions (America, Asia, Western Europe, Eastern Europe and Germany/Austria). As a frequently awarded SAP partner, among others global value-added reseller, SAP certified in cloud services and SAP Business ByDesign solution reseller, itelligence realizes complex projects in the SAP solution-based environment for over 4,000 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 industry-specific SAP solutions. In 2010, itelligence generated total sales of EUR 272.2 million. In July 2010, itelligence was awarded the "TOP CONSULTANT" quality seal.**

Public Relations:  
Silvia Dicke  
Tel: ++49 (0) 521-91448 107  
Fax: ++49 (0) 521-91445 201  
silvia.dicke@itelligence.de

itelligence AG  
Königsbreede 1  
33605 Bielefeld  
<http://www.itelligence.de>