

**Leading international SAP partner itelligence leverages social media channels for success**

### **itelligence launches international blog as part of complete global social media strategy**

Bielefeld, December 15, 2011 – Social media means new ways of communicating, new interactions, increased knowledge sharing, and a new image for B2B companies like itelligence. With the official launch of its international blog <http://blog.itelligence.ag>, leading international SAP partner itelligence is furthering its global social media strategy by taking this step.

Along with news updates about itelligence and SAP, itelligence's blog <http://blog.itelligence.ag> offers a unique collection of articles written by itelligence's SAP experts and highlights new ways of networking, interacting and communicating with prospective customers, customers, and the SAP community. The itelligence international blog is yet another important social media channel in itelligence's global social media strategy, which includes Twitter, LinkedIn, Facebook, Xing, and YouTube.

COO at itelligence AG Uwe Bohnhorst remarked, "Our business ranges from reselling, developing to hosting, consultancy, project methodology, knowledge management, and beyond. Our new international blog at <http://blog.itelligence.ag/> allows us to contribute to variety online discussions by sharing the knowledge of our SAP experts with users around the world."

The new international blog <http://blog.itelligence.ag> starts with around 45 expert writers from itelligence and covers topics such as the new business approaches based on mobility, business analytics, project management, and SAP in the cloud, but also career tips and personal opinions on items or events pertaining to SAP. itelligence recently held an activity on the international blog on the real-time activities of SAPPHIRE NOW in Madrid using video posts as daily reports.

Global Social Media Communications Manager Keren Neuman commented "The international blog plays an important role in our global social media strategy, making our company, employees and knowledge more visible and accessible through social media channels."

**itelligence Press Release**

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**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/Switzerland). As a frequently awarded SAP partner, among others global value-added reseller, SAP Certified in Cloud Services and SAP Gold Partner Business ByDesign, 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 proprietary industry-specific SAP. In 2010, itelligence generated total sales of EUR 272.2 million. In July 2010, itelligence was awarded the "TOP CONSULTANT" quality seal.**

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