

7TWENTY Implements SAP Business ByDesign with itelligence

itelligence AG: CRM for 7TWENTY

Basis for Growth in Mobile Business

Vienna, January 26, 2012 – Vienna-based company 7TWENTY GmbH has chosen the consultancy and integration services of itelligence AG for its implementation of SAP Business ByDesign (ByD). 7TWENTY specializes in the conception, design and implementation of customized mobile business solutions for use in smartphones and tablets such as iPad, BlackBerry and Android. Together with itelligence, the SAP Gold Partner for SAP Business ByDesign from Vienna is focusing on developing additional mobile apps for SAP Business ByDesign.

7TWENTY customers implement software solutions to support their employees both internally and externally in making their business processes more efficient and productive. With its mobile solutions, 7TWENTY GmbH supports users in their various business and private roles by offering well-matched application sets, services and complementary solutions and services.

Jointly with itelligence AG, the company is replacing the previously used open-source CRM solution with the integrated SAP Business ByDesign. The focal points of ByD use will therefore include campaign management as well as monitoring and managing sales opportunities. SAP Business ByDesign will also enable users to integrate MS Exchange/Outlook with mobile applications on their mobile Blackberry devices.

“7TWENTY is used to working in the world of tomorrow today, as technological boundaries are shifting daily. So we saw the potential of the dynamic on-demand model by SAP Business ByDesign straight away. The solution grants us immediate use of well-matched application sets, which ties in exactly with our rapid growth requirements,” explains engineer Andrea Kerth, Managing Director of 7TWENTY GmbH.

itelligence AG Press Release

7TWENTY Implements SAP Business ByDesign with itelligence

itelligence AG Develops CRM Environment for 7TWENTY Mobile Apps

itelligence AG is helping 7TWENTY broaden its expertise in the area of on-demand software solutions and expand its own business model. The on-demand concept enables 7TWENTY to keep its CRM solutions streamlined and flexible and map the value-added chain step by step in its entirety.

Wolfgang Kröner, Manager of SAP Business ByDesign at itelligence AG: "We are especially thrilled about the prospect of working together with 7TWENTY GmbH, as it will give us the opportunity to accompany a highly innovative and creative company in its CRM implementation."

itelligence is one of the leading international full-service providers of solutions in support of SAP solutions, employing more than 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 2011, itelligence generated total sales of EUR 342.3 million (preliminary figures).

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, Germany
<http://www.itelligence.de>