

### **New solution group creates leading global SAP reseller and ‘solutions based’ consulting organisation**

- **NTT DATA and itelligence form an integrated group of solution companies**
- **Overall coordination towards the integration will be led by Herbert Vogel, CEO and founder of itelligence**
- **Asia Pacific region to be guided by Max White, Managing Director, Extend Technologies**

Sydney/ Bielefeld – January 18, 2012 – NTT DATA and itelligence today announced the next phase of their global market strategy in the SAP environment. NTT DATA, Japan, already one of the ten largest global IT consulting companies, and itelligence AG, the world’s most successful SAP partner for SMEs, are bundling their expertise in the newly formed group of solution companies that will virtually create the largest global SAP reseller and ‘solutions based’ consulting firm.

The new group of solution companies will be coordinated by Herbert Vogel, CEO and founder of itelligence AG, Germany. With this move, itelligence AG is expanding its SAP service range to include the Asia Pacific (APAC) region. Coupled with an extensive presence already in place in the Americas, this latest development completes the global footprint.

The coordination in Asia Pacific region will be led by Max White, Managing Director of Extend Technologies. He will head the activities of the existing NTT DATA Group SAP assets in the APAC region, including Extend Technologies (Australia), Business Formula (Malaysia), and Cornerstone Asia (Singapore), and coordinate and be responsible for further expansion in growth markets such as Thailand, Indonesia, and Vietnam.

The solution group will form part of NTT DATA’s wider global strategy of assigning its foreign subsidiaries to four regions worldwide – Americas, EMEA, APAC and China – plus the globally active solution company.

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Herbert Vogel, CEO of itelligence AG, commented: "I am delighted that itelligence is coordinating this new global unit. This serves to underline NTT DATA's confidence in itelligence's distinctive expertise and demonstrates the deep relationship between our two companies. Bundling and coordinating the SAP activities of the NTT DATA subsidiaries in the booming growth markets of Asia in particular will be a challenge for which Max White is ideally equipped. This is a successful milestone for NTT DATA and itelligence on their joint path towards offering customers around the world top-quality, optimised IT solutions and SAP consulting."

Customers in the APAC region will have access to the world's largest jointly coordinated network of SAP consultants. In particular, the organisation to be formed in the Asia Pacific region will be the point of contact for global and multinational accounts, government agencies and internationally active SMEs, as well as providing an interactive, global network for the wide variety of local customer requirements. This new organisation is seeking to establish itself as the leader for SAP project implementation and consulting in the Asia Pacific region. Max White, Managing Director, Extend Technologies, will assume responsibility for managing the APAC region.

"I am thrilled to be leading the initiative in Asia Pacific region into 2012! The powerful combination of leading Asia Pacific SAP powerhouses – Extend Technologies, Business Formula and Cornerstone Asia – backed by over 5,000 SAP consultants globally, ensures our professional delivery to the SAP ecosystem across Asia Pacific and globally. Operating as one regional team will allow us to drive our expansion through three simple but compelling principles; industry alignment, technology innovation and local coverage model across specific geographies. A singular focus on SAP as the strategic enterprise backbone of choice will ensure we deliver unparalleled value to our customers," says Max White, Managing Director, Extend Technologies.

"I expect exponential growth to 500 SAP consultants in the region by 2015 with revenue of \$300m," adds Mr White.

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#### **About Business Formula**

**Business Formula (M) Sdn Bhd**, an NTT DATA company, is the leading provider of SAP solutions and services for small, medium and large organisations in Malaysia. Our SAP solutions empower Malaysian businesses and MNCs to accelerate their growth with the use of streamlined process management software which integrates cross functional business processes from end to end – bringing you optimal performance at a lower cost. We arm our customers with the right tools to solve complex entrepreneurial challenges through innovative, value-added proven global SAP and complementary solutions. A member of the NTT DATA Group, we harness our global strength and capability to deliver international SAP solutions which have been adapted to cater to the unique characteristics of the Malaysian business environment. Business Formula holds several partner certifications with SAP including Gold Channel Partner, BusinessObjects Partner, Services Partner and SAP Certified Support Centre in Malaysia authorised to sell and support SAP All-in-One and BusinessObjects. [www.bformula.com](http://www.bformula.com)

#### **About Cornerstone Asia**

**Cornerstone Asia** is a leading provider of Business Intelligence solutions and Business Analytics applications under the NTT DATA Group. It is one of Asia's largest IT professional services companies dedicated to the field of Business Intelligence. Through our proven solutions and strong domain expertise, we empower our customers by delivering effective business solutions, trusted information and business insight. Over 80 enterprise customers worldwide use Cornerstone's solutions and professional Services to drive higher corporate performance. [www.cornerstone-asia.com](http://www.cornerstone-asia.com)

#### **About Extend Technologies**

**Extend Technologies** is a leading provider of SAP solutions and services for medium and large organisations in the public and private sectors. We enable our customers to solve their complex business challenges through innovative, value adding and proven deployments of SAP and complementary solutions. As part of the NTT DATA Group we leverage our global strength and capability while delivering localised service and flexibility. Extend holds several partner certifications with SAP including Gold Channel Partner, BusinessObjects Gold Partner, Services Partner and SAP Certified Support Centre in Australia: SAP All-in-One and BusinessObjects. [www.extendtechnologies.com.au](http://www.extendtechnologies.com.au)

#### **About itelligence**

**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 gold-level status as an SAP channel partner, Global value-added Reseller, Global Hosting Partner, Global AMS SAP Partner, 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. 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. [www.itelligence.de](http://www.itelligence.de)

#### **About NTT DATA CORPORATION**

**NTT DATA CORPORATION** is a quoted subsidiary of Nippon Telegraph and Telephone Corporation. It offers a broad range of IT services including consulting, systems integration and IT outsourcing. NTT DATA posted total revenues of approx. JPY 1.16 trillion (Euro 11.62 billion) for the year ended March 31, 2011, and has globally over 57,000 employees. For more information visit the NTT DATA website: <http://www.nttdata.com>.

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