

CeBIT 2011 to be held in Hanover from March 1 to 5, 2011

itelligence in hall 4, stand C04 and stand B24 in hall 5

SAP consulting company itelligence announces successful deployment of the CRM starter package for SAP Business ByDesign

ITFLAT.de® can now also organize its customer management via social media thanks to the CRM starter package for SAP Business ByDesign

Bielefeld, Hannover, March 1, 2011 – ITFLAT.de still on record course. ITFLAT.de® has, together with itelligence consultants, successfully deployed the CRM starter package for the SAP Business ByDesign application. The deployment took just 2 weeks; ITFLAT.de® can, as a result, now use a complete customer management system right from the initial customer contact through to extensive sales options and thus has a comprehensive overview of all its activities at all times. The duplicate check and campaign function of the CRM solution are particularly useful for ITFLAT.de® when it comes to managing its database, which contains the addresses of some 40,000 potential customers.

Thomas Barsch, Managing Director ITFLAT.de® explains: "The CRM starter package for the SAP Business ByDesign application, with its practical focus, not only supports exactly the requirements of an SME, such as us, but also bears the same signature as our own business model – namely everything is included in the flat rate. This was the selling point for us."

Attention was paid right from the start to the system environment and a harmonious embedding into the system landscape during the deployment of the CRM starter package for SAP Business ByDesign at ITFLAT.de®. Crucial issues for ITFLAT.de® included the high demands associated with mobile data management and the sales-oriented central communication platform of the e-mail system; both issues were picked up on by the comprehensive solution concept and conveniently solved via the iPhone/iPad integration involving data exchange with Microsoft Exchange/Outlook. Furthermore, itelligence and ITFLAT.de® also integrated elements from the rapidly expanding social media area into the CRM system.

Press Release – itelligence

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Wolfgang Kröner, itelligence AG, Manager of the Midmarket Compact business area: "It is especially thanks to the integration of the CRM starter package for SAP Business ByDesign and Microsoft Outlook that ITFLAT.de® is now able to optimally position its marketing and sales activities in the market using the campaign function contained in the SAP solution."

ITFLAT.de® offers IT infrastructure and telecommunications solutions to SMEs in the form of ready-for-operation systems, which can be hired. A customizable standard solution with continuous technology adaptation in amongst the "IT giants". The service is provided via remote maintenance or onsite within Germany with immediate replacement.

itelligence AG at CeBIT**Hall 4, stand C04 (main stand of itelligence AG)**

- **iPhone presentation, it.solutions based on SAP**
- **Human Resources: Job offers at itelligence**

Hall 5, stand B24: SAP Business ByDesign and the EBM partners

- **ITFLAT.de**
- **Systema - Gesellschaft für Organisationsentwicklung mbH**
- **NOWIS Nordwest-Informationssysteme GmbH & Co. KG**
- **ecotel communication ag**
- **FRINGS INFORMATIC SYSTEMS GmbH**
- **RNC Consulting GmbH**

Online trade fair stand: www.itelligence.de/cebit

itelligence is one of the leading international full-service providers of solutions in support of SAP solutions, employing about 1,850 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, among others global value-added 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 proprietary industry-specific SAP. In 2010, itelligence generated total sales of EUR 272.2 million (preliminary figures). 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>