

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

itelligence is on course for further success with SAP Business ByDesign

Outdoor specialist Wildnissport GmbH is banking on the mobility of SAP Business ByDesign

Bielefeld, Hanover, March 2, 2011 – When it comes to what's hot and what's not, outdoor sports can be firmly found in the former camp; there are, in fact, currently not many sectors with stronger growth rates. The opportunity thus exists for startups to make a name for themselves; this is, however, only possible if the processes and IT structures are right. Wildnissport GmbH - which is based in Suderburg, Germany - has recognized this opportunity and is experiencing steady growth with sophisticated outdoor offerings, which it mainly offers - around the clock - via its web shop. The latest information on their online mail order business (www.wildnissport.de) is now just a click away for the Wildnissport management. With the reporting system, which is integrated in the SAP Business ByDesign application, they can now call up the desired information at any time via iPhone or iPad, no matter where they are.

Rolf Biskupek, Managing Director Wildnissport GmbH: "Thanks to the consultancy expertise of itelligence AG and SAP Business ByDesign, we are on the right path towards replacing our previous individual systems with an on-demand overall solution. For us, this means the creation of a future-oriented, expandable overall platform for our international mail order business. The opportunities offered to us by the SAP Business ByDesign application are simply ideally suited for our customers."

In the first phase, the itelligence AG consultants will implement the SAP Business ByDesign application for the entire logistics chain – financial accounting, order processing with dispatch logistics (labeling), purchasing, warehouse management and bookkeeping. In cooperation with SAP Deutschland AG & Co. KG, itelligence will also integrate the existing web shop into the SAP Business ByDesign application in order to create an overall platform for the international mail order business.

itelligence press release

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The use of this application in the chain stores, with cash register connection, is planned in the second phase. Warehouse management processes as well as order picking will also take place in the on-demand model, in which mobile barcode scanners will also be used. The Microsoft Office integration of SAP Business ByDesign will be used to integrate MS Outlook into the business processes of the trading company.

Wildnissport and itelligence are envisaging a timeframe of around 12 weeks for the full implementation of the desired solution. The web shop will already be available with the SAP Business ByDesign integration from July 1, 2011.

Wolfgang Kröner, Manager of the Midmarket Compact business area: "Wildnissport is characterized by the high quality of all its products, intensive product tests and the high degree of service orientation within the entire team. I am very pleased that we can provide this up-and-coming company with a tool, i.e. SAP Business ByDesign, which will really help them as they strive for further growth. It would be difficult to find a better match between IT and a business concept. SAP Business ByDesign on iPhones, iPads or other mobile devices for customers, for whom real mobility is both desired and essential."

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 and**
- **ecotel communication ag**
- **RNC Consulting GmbH**
- **FRINGS INFORMATIC SYSTEMS GmbH**

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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.

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