

SAP partner itelligence wins SAP Business ByDesign project at metaio

metaio turns to SAP Business ByDesign and itelligence for its enterprise software

Bielefeld, January 12, 2011 – SAP Gold Partner for Business ByDesign itelligence is set to implement the cloud-based standard software SAP Business ByDesign for Munich company metaio GmbH. Founded in 2003, software firm metaio is considered a leading innovator in the field of Augmented Reality software. Augmented Reality is one of the key software trends of the next few years. The user's immediate surroundings become the user interface via a mobile terminal such as a smartphone or tablet. Digital information on places and objects is inserted in a natural-looking way into the real environment, for example as a moving image or 3D animation.

The range of applications extends from extremely demanding and realistic computer games all the way to marketing presentations in the area of plant maintenance or digital production developments. metaio chose SAP consultancy firm itelligence and SAP Business ByDesign because of the excellent price/performance ratio, the low requirements placed on the company's internal IT infrastructure as well as the expertise of itelligence AG.

metaio CEO Dr.-Ing. Thomas Alt comments: "metaio aims to use software to enhance the real world with digital content, thus deliberately guiding users in the age of information technology. The intuitively operated corporate solution SAP Business ByDesign and our coaching partner itelligence provide us with the optimum support we need."

The coaching services for metaio are built on the accumulated experience of itelligence in implementing cloud-based corporate software in medium-sized service, development and manufacturing companies. This will enable the software company to roll out and operate SAP Business ByDesign cost-effectively and efficiently. The implementation of SAP Business ByDesign at metaio is designed to improve the project and product focus of the business processes used by the firm to support more than 450 business customers. It will also give the workforce of over 75 employees mobile access to the relevant corporate data from the company's various locations.

"The exceptional agility of the company's actions, its swift processes and outstanding flexibility immediately impressed and inspired us. It's the perfect foundation for a focused and effective implementation service supported by SAP Business ByDesign," confirms Wolfgang Kröner, Manager of SAP Business ByDesign at itelligence AG.

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itelligence Press Release

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About metaio:

As a leading global Augmented Reality company, metaio develops software products for visual interactive solutions bridging the virtual and the real world. The use of these innovative software packages permits the seamless integration of 3-D animations into live video streams or camera images of the user's environment. Founded in February 2003, metaio currently employs over 75 people at two locations. The company headquarters is located in Munich and the company subsidiary metaio Inc is in San Francisco USA. metaio has successfully completed over 500 projects for more than 450 renowned customers including: BMW, Daimler, Siemens, Toyota, Volkswagen, Procter & Gamble, LEGO, ProSiebenSat.1, Bertelsmann, Axel Springer, Bauer Media, Gruner + Jahr und Burda. metaio is also the manufacturer of junaio, the world's most advanced AR browser, available free for Android and iOS. Further information: metaio.com and junaio.com

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 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.