

Clearly defined bundles for greater customer orientation launched at Systems show in Munich

itelligence and SAP create new CRM Bundle for the mid-market - “mySAP All-in-One with CRM”

Walldorf/Bielefeld, October 19, 2004 - Under the name “mySAP All-in-One with CRM”, itelligence AG and SAP AG have created five Customer Relationship Management Bundles for effective CRM in the mid-market. Many small and medium-sized companies are facing the need to improve their customer relationship management but want short lead times and manageable project phases.

To facilitate the gradual addition of individual CRM modules along the process chain, itelligence and SAP have launched a series of CRM Bundles with predefined functions and at fixed prices in the German market. The advantage: the SAP-based CRM Bundles fit in easily with the existing SAP environment and can replace so-called “island systems” without SAP connection.

The “mySAP All-in-One with CRM” comprises: **mySAP CRM Mobile Sales** for Sales Reps and Marketing, the **mySAP CRM Interaction Center** for Sales Departments and Call Centers and/or Service Hotlines as well as **mySAP CRM Marketing and Campaign Management**. The **Internet Sales R/3 Edition** and the **Internet Sales CRM Edition** facilitate straightforward online selling. The CRM Bundles are priced from EUR 36,000.

Says Michael Vollmer, Head of the mySAP Solutions unit at itelligence AG: "Together with SAP, we have compiled very lucrative bundles for our customers, which help them customize CRM to their specific requirements. The CRM Bundles benefit from the joint mid-market experience of itelligence and SAP. Effective customer relationship management is one of the key strategic tasks of our mid-market customers. We help them solve this task quickly and individually."

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About itelligence AG:

itelligence AG is a leading international full-service provider for SAP employing some 950 highly qualified employees in 15 countries and in 4 regions (America, Western Europe, Germany/Austria, Western Europe). As a mySAP Business, Service and Support Alliance as well as Hosting Partner and Global Services Partner, itelligence realizes complex projects in the SAP environment for over 1,200 customers worldwide. The company's services range from SAP consulting and licensing to outsourcing and services to proprietary industry-specific SAP solutions. In 2003, itelligence AG generated total sales of EUR 145,6 million.

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