

**itelligence confirms its expertise in the high-tech industry**

### **MAXDATA AG optimizes its service area with itelligence AG's SAP industry solution it.hightronics**

Bielefeld, July 6, 2004 - MAXDATA AG, the third largest German manufacturer of PCs, notebooks, servers and monitors, has selected itelligence AG as a system integrator for the optimization of the IT systems of its after-sales services. In addition to the introduction of the SAP Customer Service (CS) module, the project will focus on a complete redesign of the already used SAP functions.

itelligence's consultants will replace the service solution developed by MAXDATA. MAXDATA, an SAP customer since 1999 with 980 users in sales, production, logistics and accounting, will restructure and optimize the processes, methods and systems of its after-sales services through the introduction of SAP CS. As of November 2004, 200 users in MAXDATA's customer service call center – including the complete spare parts business, in-house repair service and return administration – will then use the SAP Customer Service module. Key features for MAXDATA are the mapping of serializations, in-house repairs and different service and price agreements, the recording of call center calls as well as the direct integration of the data collected in the financial and accounting systems.

This new project in the high-tech industry confirms the strong industry expertise of itelligence AG. The high-tech and electronics industry is one of the focus industries of the Bielefeld-based SAP system house. At Systems 2003, the international SAP consultancy presented for example it.hightronics, a proprietary mySAP All-in-One solution for the high-tech and electronics industry.

MAXDATA has been a European top ten IT manufacturer for many years. The Group has nine local subsidiaries and maintains a presence in all major European countries. MAXDATA employs some 1,200 people and generated sales of approximately EUR 655 million in 2003. The company produces and markets servers, computers and notebooks under the MAXDATA logo as well as monitors under its own Belinea brand.

**Press release of itelligence AG:**

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Jens Hittmeyer, Head of Information Services, MAXDATA AG: "Speed and excellent customer service are the key to our success. Optimized IT support enables us to increase the speed, flexibility and efficiency of our redesigned after-sales service processes, which are an important competitive factor. This is where we benefit from the industry expertise of itelligence's consultants. Given their experience gained from numerous introductions of CS in the high-tech industry, we expect the module to be introduced within a very short period of time. In addition, we will be able to build on the pre-set CS processes of itelligence's industry solution it.hightronics. Moreover, itelligence AG maintains regional offices close to our own branches, namely in Dortmund, Bielefeld and Cologne, and has excellent references."

**About itelligence AG:**

**itelligence AG is a leading international full-service provider for SAP employing some 1,000 highly qualified employees at 34 branches in 15 countries in 4 regions (America, Western Europe, Germany/Austria, Western Europe). As a mySAP Business Suite Channel, 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.**