

**Furniture industry relies on itelligence's industry knowledge**

## **burgbad AG chooses it.wood furniture from itelligence as its company software**

Bielefeld (Germany), March 24, 2009 – Based in Schmallenberg, burgbad AG, a subsidiary of the Eczacibasi Group in Istanbul, has chosen itelligence as its SAP consultant. The itelligence AG consultants will now be introducing it.wood furniture, the itelligence industry solution for the furniture industry at burgbad. The furniture manufacturer benefits from the fact that it.wood furniture maps the entire value-added chain within the furniture industry and adapts to burgbad's company-specific requirements. The ideal basis for continued company growth.

The solution reduces implementation times and thus the costs of ERP projects. Furthermore, projects can be calculated precisely and flow faster at lower costs, an important advantage for SMEs such as the Schmallenberg-based furniture manufacturer with its approximately 600 employees.

As part of implementing it.wood furniture, itelligence is integrating the graphic entry of orders. The furniture configured in the SAP system will be displayed in the graphic order entry section where it can be processed further thanks to direct access from here to the master data model mapped in the SAP system. Order entry creates the necessary data for production and provides print outs and diagrams as a supplement for order confirmations. Combined with an intelligently mapped product data model in SAP, burgbad can now map its high-quality and individually crafted furniture on the IT page in the SAP data standard, combining individual design with the latest in production processes.

By the end of the project, a total of 230 users will be working with it.wood furniture. Planning is also underway to connect further burgbad subsidiaries in Germany, Holland, Denmark, the UK and the USA. Following this, the second step will be to connect the French subsidiary to the ERP software at the company's headquarters. Burgbad's company software itself will in turn be connected to the Eczacibasi Group's SAP System. The Istanbul based Eczacibasi Group, which has already worked successfully with SAP as its company software for more than ten years, holds a majority share of burgbad AG.

2/2

**Itelligence Press Release**

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“Thanks to the implementation of SAP, burgbad can significantly reduce its interfaces between the sub-systems while also avoiding data redundancy. Implementing it.wood furniture has also considerably increased data transparency due to the fact that all subsidiaries and distributorships are mapped in a central system. This results in the harmonization of master data and processes. This in turn substantially increases our process and planning security providing us with the ideal system to manage the company,” commented Holger Gierse, Head of Controlling at burgbad AG.

With it.wood furniture, burgbad meets the requirements for smooth, intercompany processing. In addition, introducing the variant configuration means a significant reduction in the efforts involved in maintaining master data. Prior to now, burgbad worked with DCW and a software solution (developed in-house) on an AS 400.

Roger Kläsener from itelligence AG's Midmarket Sales added: “Through the burgbad project, itelligence has confirmed its leading role on the international wood and furniture industry stage. The systematic industry focus and the add-on developments for this industry segment are exemplary, which was also the reason why the Turkish multi-industry Group Eczacibasi, the new majority shareholder of burgbad AG, favored itelligence as its SAP consultant. We are delighted to gain such a renowned representative of the furniture industry in burgbad, a company with an excellent international reputation.”

**itelligence is one of the leading international full-service providers of solutions in support of SAP solutions, employing more than 1,450 highly qualified employees in 17 countries and in five regions (America, Asia, Western Europe, Eastern Europe and Germany/Austria). As a frequently awarded SAP partner itelligence realizes complex projects in the SAP solution-based environment for over 3,000 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 2008, itelligence generated total sales of EUR 216 million.**

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