

SAP consulting company itelligence continues expansion strategy

itelligence UK acquires SAP BusinessObjects partner CONTEMPORARY in the UK

Reading, May 17, 2011 – itelligence AG, global SAP partner in the SME market, today announced the 100% acquisition of the British company CONTEMPORARY plc., one of SAP UK's leading BusinessObjects partners, which is headquartered in Ascot, by its Reading-based British subsidiary itelligence UK, retroactive to April 1, 2011. This acquisition represents a significant expansion in the range of services offered by itelligence in the UK in the growth segments of Business Analytics and SAP BusinessObjects.

CONTEMPORARY plc., has received numerous accreditations from SAP: SAP BusinessObjects Gold Value Added Reseller, SAP Authorised Education Partner and SAP Master VAR for BusinessObjects. This is backed by a Microsoft Gold Consulting Accreditation for underlying Business Intelligence Technologies.

The company was founded in 1991 and, in 2010, its 25 employees generated sales of £ 3.8 million. This renowned Business Analytics Solution Provider can count well-known companies such The Royal British Legion, Norfolk Constabulary, and Hobbycraft among its customers.

Stefan Ellerbrake, Director of Western Europe for itelligence AG: "Business Analytics is becoming increasingly important for our customers and hence itelligence strives to complement its comprehensive ERP service portfolio by products and services based on Business Analytics. With the acquisition of CONTEMPORARY we make a significant step in this direction in one of our most important European IT-service markets."

In 2010, itelligence UK acquired the successful SAP consulting company Chelford Ltd. With around 90 employees, itelligence UK is already one of the most important SAP consulting companies in the UK today, offering a broad range of industry solutions and a comprehensive selection of services encompassing everything from license sales and consulting to implementation and hosting.

itelligence Press Release

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Justin Brading, Managing Director of itelligence UK: "The acquisition of CONTEMPORARY is a significant step for itelligence in the UK market. Business Analytics is one of the strongest growth areas for SAP, and CONTEMPORARY have been one of the principle partners here. With around 100 new customers, itelligence UK has enormous potential to fulfil its unique ability to offer the full range of products and services across the SAP portfolio."

David Whitehead, Co-Founder of CONTEMPORARY says that: "After 20 years growing the CONTEMPORARY business this acquisition by itelligence with its global brand and reach provides unequalled potential to develop the business in the long term. This will give our staff an excellent opportunity to develop their careers as well as providing all of our customers with an extended range of services and the backing of a strong support infrastructure."

"I am excited to have the opportunity to work with itelligence", says Andy Steer, former Managing Director of CONTEMPORARY, "The CONTEMPORARY team will provide itelligence UK with the expertise to deliver innovative Business Analytics solutions."

itelligence is one of the leading international full-service providers of solutions in support of SAP solutions, employing about 1,900 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. In July 2010, itelligence was awarded the "TOP CONSULTANT" quality seal.

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