

**Siemens VDO Trading enhances its customer service with SAP**

### **itelligence AG implements world's first mySAP CRM Mobile Sales project in Siemens VDO Group**

Bielefeld, March 14, 2005 - itelligence AG has announced that the world's first SAP-based Customer Relationship Management (CRM), mySAP CRM Mobile Sales, has successfully gone live in the Siemens VDO Group. itelligence consultants implemented the complete mySAP CRM Suite 4.0 for 250 users at Siemens VDO on time and within budget.

Siemens VDO Trading GmbH is a company of Siemens VDO Automotive AG. Siemens VDO Automotive, one of the world's leading automotive suppliers for electronics, electrics and mechatronics, generated sales of €9 billion in the 2004 financial year (September 30, 2004).

At Siemens VDO Trading, the new mySAP CRM 4.0 will support 250 employees in sales, service, hotline and marketing departments with a joint customer database for all divisions, and in doing so provide customers with effective and individual support regardless of departmental, country and language barriers. This is made possible by the extensive functional scope of the CRM package at Siemens VDO, which includes, for example, Mobile Sales, Interaction Center, Marketing, and Analytical CRM modules, as well as various add-ons and special functionalities such as the Groupware Adapter.

Despite the complexity of the CRM project, itelligence consultants succeeded in implementing the CRM launch on time and within budget. itelligence consultants have extensive experience in all mySAP CRM Suite functionalities. Thanks to the successful completion of the first stage of the project, in which the CRM system went live in three countries simultaneously, itelligence AG is now a member of an exclusive group of Siemens VDO's Preferred Partners. Roll-outs in seven other countries for a further 200 users are scheduled to commence in the course of 2005.

**Press Release - itelligence AG**  
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Michael Vollmer, head of the mySAP Solutions division at itelligence AG said: "Being chosen as a Preferred Partner of the Siemens Group for this project is a high accolade, and proves that our CRM specialists have done very good work."

**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, Eastern Europe and Germany/Austria). As a mySAP Business, Service and Support Alliance as well as Global Partner Hosting 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 2004, itelligence AG generated total sales of EUR 131 million.**

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