

## Introducing abas Business Software to the Latin American market

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Karlsruhe, Germany / Guadalajara, Mexico, October 26th 2009 – Response time, service and quality are just a few characteristics that abas Business Software (ERP, PPC, MRP, eBusiness) brings to the Latin American market. Transformaempresas, abas Software Partner in Mexico, presented with partners these qualities to a panel titled “The Power of Information Technologies, the Knowledge Era and the Emerging Economies”.

### Merging economies

Convinced of the benefits of globalization, Angel Pérez Andrade, CEO of Transformaempresas and abas Software Partner, recognized the need of emerging economies, in order to reduce costs in implementation projects of Information Technologies and ERP systems.

Marianne Kentzler, CEO of Vogt Electronic S.A. de C.V. highlighted the benefits of globalization for emerging markets as well as the role to be played by the governments of each country. In her experience as CEO, she emphasized the importance of using ERP systems and methodologies that help to measure business performance and achieve business goals.

### High added value for medium-sized businesses

abas Business Software represents new options for the Latin American market, with high added value for medium-sized businesses eager to implement its process oriented approach, its versatility and to ensure high customer satisfaction. Felipe Torres, logistics and customer service manager of CPingredientes S.A. de C.V. stressed the importance of education and training staff in new skills demanded by global markets, as well as the use of cutting-edge technology and world-class solutions like ERP, CRM, BI aligned to the Vision of the company.

### Process Oriented Approach with abas Business Software

ABAS delivers pre-defined configurable process-based infosystems. From these screens, users can create and manage transactions, utilize process flow and workflow, call external systems, and have access to all necessary information, instead of working with multiple windows or tabs. Key indicators and alerts allow abas users to make quick decisions and to optimize the management of business processes.

### Company profile

ABAS Software AG is a leading provider of cost-effective ERP solutions for midsize manufacturers and distributors. More than 2,200 customers have chosen ABAS as their IT specialist and work successfully with the internationally applicable abas Business Software. ABAS, established in 1980 and once characterized by students, has now become a global network of companies. ABAS Software AG in Karlsruhe employs more than 115 people, and together with over 50 abas partners ABAS employs approx. 600 employees worldwide. The abas software partners provide a wide range of services including implementation, customization, hardware and network support. ABAS also provides on-site support and ensures short reaction times and high service quality. International partners in Germany, Austria, Switzerland, Hungary, Romania, Bulgaria, Turkey, Czech Republic, Slovak Republic, Poland, Ukraine, Russia, the Netherlands, France, Italy, Spain, Iran, Indonesia, India, Sri

Lanka, Malaysia, Singapore, Vietnam, Thailand, China, Hong Kong, Australia, Mexico, and the USA represent the ABAS Software AG throughout the world. The partner network is continuously being expanded.

#### Product profile - abas Business Software

The brand name abas Business Software includes the products abas ERP for production, abas Distribution for distribution, wholesale, and service companies, and the eBusiness solution abas eB. abas ERP is an ERP application designed specifically for manufacturers in the Assemble-to-Order, Make-to-Order and Engineer-to-Order environment. abas Business Software is priced to fit most budgets while delivering full ERP functionality. It is flexible, adaptable, internationally applicable and a save investment for the future. The clear structure and well thought-out implementation strategy of the system enable a short implementation period as well as trouble-free integration into the company structure. New functions and technologies are constantly added to the standard software with each new upgrade. As a result, abas users are always using the most up-to-date product. abas Business Software is currently offered in 28 languages and can be run using Linux, Unix and Windows. ABAS has been a supporter of the open source operating system Linux since 1995. Approximately 80% of over 2,200 abas installations are based in Linux.

abas Business Software - range of services: Sales/sales order processing/shipping, purchasing/purchase order processing, warehouse management, scheduling, logistics, materials management/MRP, production/PPC, financial accounting, fixed asset accounting, cost accounting, controlling, eBusiness, portal, etc.

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