

## ABAS Software AG is featured at Indo-German Network in Karlsruhe

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Karlsruhe, Germany, 03/27/09 – With its constant economic growth, India offers potential for successful business relationships. Around 40 Germans and Indians gathered in the International Department of the Karlsruhe Institute of Technology (KIT) on March 11th, 2009, for the Indo-German network meeting for the field of ICT (Information and Communications Technology). Representatives from ABAS Software AG were among them.

Two introductory presentations provided a basis for a long evening of discussions. Ashant Chalasani presented the Indo-German Software Competence Network (Indescon), located in Stuttgart, and discussed developments in Indo-German business relationships. Peter Forscht, COO of the internationally operating ABAS Software AG, spoke about the growth of the ERP provider in countries outside of Germany and about the foundations for the successful cooperation it has had with India since 2007.

The philosophy of the abas network: Independence, cooperation, responsibility

The guests from India showed great interest in the philosophy ABAS uses to expand its partner network worldwide. The Karlsruhe company does not run any distribution centers on its own. The worldwide network of abas partners independently distribute the software, install it for customers, and take on responsibility for the projects. "We want our partners to have fun with their work. The profit that they earn belongs to them. That is the best guarantee for success," concludes Forscht.

ABAS Software AG develops the abas Business Software (ERP, PPS, WWS, eBusiness) and supports its partners through sales training and continued training in the software, second level support, marketing measures and accompanies them during their first few projects. For their part, the partners must participate in certification training courses from the company every year. This guarantees that all partners are equally well-informed about the software.

The local partners in the various countries understand their customers' needs better on site than the abas headquarters could do from Karlsruhe, Germany. ABAS has grown to include partners in 32 countries which each have their own cultural and legal particularities.

Another advantage is that the partners are actually more demanding than abas's own sales department when it comes to their customers' requests. This may not always be convenient for the developers, but it is very effective for the continued development of the abas Business Software."

ABAS in India

ABAS Software AG is represented by its Indian partners in the cities of Mumbai and Chennai. It is a big country and the economy has reached a point in its development where ERP systems are a very important topic. Therefore, ABAS is searching for further partnership opportunities in India. While around 85 percent of midsize companies in Germany use ERP software, in India the amount is only five percent. "Many Indian companies previously believed that they could save money by using an ERP system they developed themselves." In the meantime many have recognized the advantages of software which has benefited from many years of experience and which is continuously being upgraded and expanded. Indian users therefore also benefit from developments originating from project experience from other countries," explains Forscht.

Network meeting shortly after the CeBIT 2009 trade fair

The meeting was consciously planned two days after the end of the CeBIT 2009 trade fair so that the Indian IT providers could visit the network meeting in Karlsruhe as part of their trip to the trade fair. The event was organized by Ashant Chalasani of Indescon, Michael Kurth of the Carl Benz School of the Karlsruhe Institute of Technology (KIT), and Ralf Eichhorn of the Indo-German Network and the Economic Development Department of Karlsruhe. The following people also participated in a round table discussion: Dr. Orestis Terzidis - SAP Research, David Hermann - CyberForum, Frank Pflugfelder – Karlsruhe Messe und Kongress GmbH, Catherine Ledig – ADEC France.

#### Company profile

ABAS Software AG is a leading provider of cost-effective ERP solutions for midmarket manufacturers and distributors. More than 2,100 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 group 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, Poland, Turkey, the Czech Republic, France, Italy, Spain, Egypt, Jordan, the United Arab Emirates, Saudi Arabia, Iran, Syria, 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 Business Software is an ERP & e-business application designed specifically for manufactures in the Assemble-to-Order, Make-to-Order and Engineer-to-Order environment. Our 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 2,100 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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