



Corporate News

Germany's SNP SE launches new company SNP Australia Pty Ltd. in Sydney - Australia

Heidelberg, April 2, 2019 – SNP Schneider-Neureither & Partner SE, the Germany based leading provider of business transformation solutions globally with offices already in Europe, Americas and Asia has officially launched SNP Australia Pty Ltd based in Sydney.

The move follows the launch of office operations in the much-coveted George Street located in the Central Business District in Sydney, earlier this year. SNP SE, the transformation company, already has an APAC wide presence with offices in Singapore, China and Malaysia.

At the official announcement, Dr. Andreas Schneider-Neureither, Founder, Chairman and CEO, SNP SE said, "We are delighted that today, SNP has a significant presence in almost all key global economic regions and is accessible globally for the benefit of our clients. With a growing worldwide trend of Digital Transformation, IT services and enterprise software spend, Australia leads the technology innovation and adoption in the region. We have a strong outlook and promise for this market. A 100% ownership / wholly owned subsidiary SNP Australia will augment our global growth. It is a major step towards SNP's strategic goal to become the global standard for software-based data transformation and address the burgeoning potential in the ANZ region."

SNP Australia's newly appointed Managing Director, Marcus Scott, commented, "We have been active in various projects in the ANZ region for a while now and thrilled to provide a solid platform for further expansion of SNP portfolio. We believe, companies need to pursue a "software approach" for supporting the ERP transformations that allow them to save time, reduce error rates and increase project security. A recent win of Australian Government Department moved to S/4HANA using SNP's Bluefield™ approach is a testimony to our expertise in delivering end-to-end single go-live SAP Landscape transformation projects with minimum downtime, risk and cost.

"We have identified issues that most government, public and private organisations are facing in their IT landscapes - complex interfaces, large undocumented data, Business process flows, S/4HANA, Cloud, upgradations, replatforming amongst others. The CIOs and decision makers realize and appreciate that only automated software-based solutions can close the gap between



Business Strategy & IT execution to ensure business agility and continuity. In this endeavour, we also aim to attract the best and the brightest talent that ANZ has to offer”, he added.

There is a growing trend of organizational changes at companies, such as carve outs, mergers, re-organizations and spin-offs or the next-gen system upgrades like S/4HANA, resulting in a significant need for ERP transformations. However, hardly any companies go towards replacing software for these transformations. The common triggers for Business & IT transformation, need active support at every single step of an enterprise’s transformation. Organisations need to be enabled to execute the entire transformation logistics - from continuous analysis of the corporate data and processes to careful planning and rapid implementation.

SNP BLUEFIELD™ involves an automatic scan of the system landscape to identify objects, customisations and usage. Automatic process scans predict S/4HANA risks in advance which can be mitigated as needed. Using its proprietary SNP Transformation Platform Software and drawing upon experiences from over 10,000 successful transformation projects with many of the world’s greatest companies, SNP uses a blend of services and automation from their own software portfolio that can reduce the gap between the business and technology to near zero, accomplishing in days and weeks what can often take months or more.

SNP is SAP certified and an SAP OEM Partner. SNP customer engagements have included some of the largest and most significant mergers, acquisitions, and divestitures. The company’s roster of customers includes Siemens, Kellogg’s, L’Oreal, Esprit, Honda, and HP Enterprise.



About SNP

SNP SE supports organizations in adapting their business models and using new technologies. SNP software and services make it easy to implement business or technical modifications to business applications. CrystalBridge® and Transformation Backbone® are the world's leading software suite for data transformations that automatically analyzes, implements and tracks changes to IT systems. As a result, they offer clear qualitative advantages, while significantly reducing the time and expense involved in transformation projects.

The SNP Group has over 1,300 employees worldwide. Headquartered in Heidelberg, the company generated provisional revenue of approximately EUR 131 million in the 2018 fiscal year. SNP's customers are global corporations from all industries. SNP was founded in 1994 and has been publicly traded since 2000. As of August 2014, the company is listed on the Prime Standard segment of the Frankfurt Stock Exchange (ISIN DE0007203705). Since 2017, the company has operated as a European stock corporation (Societas Europaea/SE). Further information is available at www.snpgroup.com.

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