



Press Release

Digital Transformation:

## Transformation Days Get Off to Strong Start

- Global roadshow of best practice projects kicks off
- Strong interest in standardized transformation software

**Heidelberg, March 27, 2017 – This year’s global SNP AG roadshow on best practice examples of software-supported digital transformation got off to a strong start in early March 2017. The IT professionals who attended the kick-off event in Chicago came away convinced that standardized transformation software will gain much more relevance in the future and should be a top priority for their organizations. During Transformation Days, IT experts in 14 cities worldwide report on their projects and provide detailed insight into their activities. The event series runs until June 2017 and will be held in cities such as London, Cologne and Beijing. Over 350 participants have already registered, including customers, partners and investors of SNP AG, which is one of the global market leaders for digital transformation.**

SNP will be hosting a wide range of presentations at Transformation Days, including best practice examples from SAP, E.ON, Knauf, DHL, Kellogg’s, Bosch, Swisscom, WienIT and other big corporate players. The theme of this year’s Transformation Days is modernization and upgrading to SAP S/4HANA. SNP is reporting on its own experiences from the first set of S/4HANA projects with Siemens and other customers. It is also presenting its capabilities in SolMan 7.2, Fiori and HANA technologies.

To learn more about Transformation Days, visit [www.transformation-days.de](http://www.transformation-days.de).

### About SNP

SNP enables companies with a change-friendly IT to design their digital transformation successfully and seize opportunities in the market. SNP solutions and software enable the merging of previously-separate IT environments, support M&A projects and carve-outs and promote the development of new markets beyond the domestic market. SNP also offers a



global first with SNP Transformation Backbone<sup>®</sup>, standardized software that automatically analyzes and implements changes in IT systems. This opens up clear quality advantages for customers – and the timeframes and costs involved in transformation projects are significantly reduced at the same time.

The SNP AG has its headquarters in Heidelberg, Germany and has more than 700 employees in Europe, Africa, Asia and the United States. The company achieved a turnover of around €80 million in 2016 (preliminary figures). SNP customers are globally active companies from industry, the financial sector and the service environment. SNP was founded in 1994, has been publicly traded since 2000 and has been listed in the Prime Standard of the Frankfurt Stock Exchange (ISIN DE0007203705) since August 2014.

More information is available at [www.snp-ag.com](http://www.snp-ag.com).

## **Contacts for Press:**

Joerg Petzhold

Phone: +49 6221 6425-270

E-Mail: [joerg.petzhold@snp-ag.com](mailto:joerg.petzhold@snp-ag.com)

Hannah Sophie Horn

Phone: +49 6221 6425-623

E-Mail: [hannah.horn@snp-ag.com](mailto:hannah.horn@snp-ag.com)