



Press Release

SNP Introduces World's First Cloud-Based Transformation Solution

- **Increased transparency for rapid decisions when carrying out transformation processes**
- **SNP Transformation Cloud supports all stages of transformation processes with extensive analyses, reports, and figures**
- **Software-as-a-Service offering available immediately**

Heidelberg, July 14, 2015 – The transparency and accuracy of data are both key to the success of corporate transformation processes. Executives and the heads of IT departments can only react to current challenges rapidly and systematically when they have the relevant information at their disposal. In order to offer clients increased transparency for faster decisions when carrying out transformation processes, SNP AG has moved key features of its software solution SNP Transformation Backbone into the cloud. Specifically, the SNP Transformation Cloud significantly increases transparency when it comes to the condition of the IT systems and automatically uncovers hidden performance potential for decision-makers without any additional time and effort. This dramatically increases management's reaction speed and gives them additional freedom, which is key to the success of transactions in, for example, M&A (mergers and acquisitions) processes, or considerably speeds up transformation processes when restructuring a company.

The Transformation Cloud can be used to generate a wide variety of figures and reports on the status of the IT systems as well as information about ongoing transformation projects. The information is collected in the respective IT landscape and uploaded to the personalized, highly secure Transformation Cloud environment. Afterwards, this information is readily available as a documentation or an assessment for analyses which can be conducted from any location. This allows management to more quickly identify areas with the potential for improvement, and in addition, anonymized comparisons with other IT system landscapes

highlight potential ways to optimize structures, data, and customizations. This gives decision-makers and heads of IT departments an extremely well-qualified, detailed overview of the performance of their system landscapes. Furthermore, SNP's Transformation Cloud displays all IT systems in one organizational chart and as such, simplifies their integration.

Numerous features and analyses are currently available for SAP systems. Oracle ERPs will be integrated into the solution by the end of 2015. As an Infrastructure-as-a-Service (IaaS) tool, SNP's Transformation Cloud uses either Microsoft Azure or Amazon Web Services. A version is currently planned for SAP's HANA Enterprise Cloud.

About SNP

Today digital transformation and the ability to react quickly to changes in the business world are two competitive factors critical to success in all industries. SNP AG supports companies in consolidating their IT landscapes and rapidly and cost-effectively adapting to new underlying conditions. In this context, SNP views itself as a catalyst and an engine driving digital transformation. With SNP Transformation Backbone®, SNP offers the world's first standard software that automatically analyzes and implements changes in IT systems in a standardized manner. It is based on the experience that SNP has gained from over 4,000 projects carried out worldwide with its software-based Business Landscape Transformation services.

SNP AG has approximately 350 employees located in Europe, South Africa, and the United States, including approximately 250 in Germany. The company is headquartered in Heidelberg and generated revenues of approximately 31 million euros in 2014. Its customers include global companies from the world of industry, the financial sector, and the services industry. SNP AG was founded in 1994, has been listed on the stock exchange since 2000, and has been a part of the Frankfurt Stock Exchange's Prime Standard segment since August 2014 (ISIN DE0007203705).

For further information, visit www.snp-ag.com or www.transformation-cloud.com.

Press Contact

Jörg Petzhold, Marketing Director, SNP AG, +49-6221-642-5270, joerg.petzhold@snp-ag.com

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