



Press Release

SNP Transformation World establishes itself as an expert forum for transformation in ERP landscapes

- **Twice as many visitors: over 300 IT specialists attend expert symposium on company transformation**
- **Users share their experience with software-based transformation projects: ERP systems are often reorganised and harmonised under a great deal of time pressure / use of software reduces costs and enables users to meet tight deadlines**

Heidelberg, 6 November 2015 – The number of industry professionals attending the SNP Transformation World event significantly increased this year. As SNP AG, the organiser of the expert symposium, has now announced, 304 IT users and software specialists from 90 European companies attended the event, which was held for the second time at the Print Media Academy in Heidelberg at the end of October. In 2014, approximately 130 industry professionals came to Heidelberg to attend the first SNP Transformation World event.

At the expert forum, special emphasis was placed on the experience of 30 users with SNP AG transformation projects, which are primarily SAP ERP systems. IT managers provided information about the content, methodology and procedure in software transformations. They also discussed the advantages of using SNP software, which is the only software in the world for highly complex business ERP transformations. In addition, there were several comprehensive lectures on the possibilities of business transformation with ERP systems in SAP AG's new flagship, S/4HANA. Participants discussed the particular challenge of extreme time pressure under which transformation projects generally have to be run. In this context, one solution is the use of software that contributes not only to lower costs but also enables users to meet tight deadlines.

Jörg Petzhold, Marketing Director at SNP AG: "New ERP systems have been announced or are being roll-out, and old systems will soon be replaced. At the moment, the challenges for IT managers are just as significant because they need to address and implement these

changes economically. With Transformation World, SNP has managed to establish reference points for digital transition. IT must help make strategic reconstruction measures, acquisitions and mergers a success. We are very satisfied with Transformation World. Transformation World has successfully established itself as an expert forum for transformation in ERP landscapes. Beginning now, we will work hard to maximise the benefits for industry professionals attending Transformation World in 2016.”

About SNP

Digital transformation and the ability to respond quickly to changes in the business environment are today crucial factors in competitions across all sectors. SNP AG helps companies to consolidate their IT landscapes and to adapt to new general conditions quickly and economically. SNP sees itself as a catalyst and accelerator of digital transformation. In SNP Transformation Backbone®, SNP provides the world's first standard software for the automated analysis and standardised implementation of changes in IT systems. It is based on the experience that SNP has gathered from more than 4,000 projects worldwide with its software-based services for Business Landscape Transformation.

SNP AG employs around 380 people in Europe and the United States, around 250 of whom in Germany. The company, which is headquartered in Heidelberg, generated revenue of € 30.5 million in 2014. Its customers are global corporations operating in industry, the finance sector, service sectors as well as the commercial and health sectors. SNP AG was founded in 1994 and has been listed since 2000. It was admitted to the Prime Standard of the Frankfurt Stock Exchange (ISIN DE0007203705) in August 2014.

You can find more information at: www.snp-ag.com

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