

## New Attendance Record at Transformation World 2019

- More than 600 participants attended the digital transformation congress in Heidelberg
- The focus of the two-day event was on keynotes, presentations and workshops on digital change in business, administration and society
- There was considerable interest in SNP software as a key element for automated business transformations, and agreements were signed on two large orders

**Heidelberg, November 14, 2019** – Transformation World has further expanded its role as the most important congress on IT and business transformation in the German-speaking world this year by setting a new visitor record: More than 600 participants attended the congress organized by the Heidelberg-based software company SNP SE, which was already fully booked in advance. The two-day event was held this year for the sixth time and focused on keynotes, presentations and practice-based workshops about forward-looking topics and trends in IT and business transformations and about digital change in business, administration and society. The congress program featured talks from over 40 experts. In addition, the event was supported by multiple partners and sponsors, including IBM, T-Systems and TSG Hoffenheim. There was also considerable interest in SNP software as a key element for automated business transformations.

Among the highlights of the 2019 agenda were the talk by Prof. Dr. Eckart Würzner, the Mayor of Heidelberg, who spoke about Heidelberg's development towards a smart city, and the keynote from Thomas Strobl, Deputy Minister President of Baden-Württemberg and in charge of state-wide digitalization among other issues. During his speaker session, Strobl demonstrated the challenges and opportunities of digitalization for Baden-Württemberg as a business location.

Dr. Peter Görlich, Managing Director of TSG Hoffenheim, provided exciting insights into the world of professional soccer in his talk on the use of innovative approaches and digital technologies at the Bundesliga club TSG Hoffenheim.

Another highlight was the talk by Dennis Zuo, CEO of Huawei Germany, showcasing how 5G and artificial intelligence are paving the way for digital transformation.

Furthermore, Andrew Worsley-Tonks, IBM Services, presented a specific case study to demonstrate how companies can make the switch to SAP S/4HANA quickly and with minimized risk by using IBM Rapid Move and the BLUEFIELD™ approach.



Participants used the time between talks to network in the exclusive atmosphere created by the Print Media Academy Heidelberg.

## **Two agreements signed at Transformation World on the long-term use of SNP software**

In addition, during Transformation World, SNP announced that it had entered into agreements with two companies on long-term collaboration and on the use of SNP software. On the one hand, SNP reported an order from the automotive sector: Mahle GmbH tasked the Heidelberg-based software company with supporting its transition to SAP S/4HANA. On the other hand, T-Systems signed an agreement with SNP on strategic cooperation and on using the BLUEFIELD™ approach and SNP software.

Link to press releases: <https://blog.snpgroup.com/transformation-newsblog>

## **About SNP**

SNP SE helps organizations transform their business models and take advantage of the opportunities arising from digitalization with its own solutions. Its software and services make it easier to implement technical or commercial changes in business applications and allow customers to automate this process.

The unique BLUEFIELD™ approach and the world-leading SNP business transformation platform CrystalBridge® have laid the foundations for the company to set an industry standard for automated data transformation. SNP specializes in automatically analyzing, implementing and tracking changes in IT systems. This approach greatly improves quality while significantly reducing costs, risks and the time required to complete complex transformation projects while observing the highest compliance and security standards.

The SNP Group has around 1,300 employees worldwide. The company is headquartered in Heidelberg, Germany, and generated revenue of around EUR 131 million in the 2018 fiscal year. It serves multinational companies in all industries. SNP was established in 1994, went public in 2000, and has been listed in the Prime Standard segment of the Frankfurt Stock Exchange since August 2014 (ISIN DE0007203705). Since 2017, the company has been trading as a European company (Societas Europaea/SE).

More information is available at [www.snpgroup.com](http://www.snpgroup.com)

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