

movento expands Business Intelligence (BI) offerings

Stuttgart/Mannheim, December 1, 2008

movento is expanding its Business Intelligence offerings, and in the future will offer BI consulting for all corporate areas. The holistic Business Intelligence approach extends from strategic management consulting to implementation to training to the newest dashboarding, Web, and analysis applications.

"Previously, movento had offered Business Intelligence primarily as analytic CRM in connection with CRM projects. However, we determined that our customers' need is not limited just to the area of customer relationship management; instead, customers are demanding solutions for the whole company," explains Patrick Ganzmann, Managing Director of movento GmbH, about the expansion of the BI business area.

Since November 1, 2008, Eleonore Künzel has been in charge of managing the Business Intelligence team of movento GmbH. This BI specialist has more than 10 years' experience in the SAP BI area and is among the rare all-rounders with a holistic consulting approach. She remarks, "The linking of business and IT is the basic requirement for a successful implementation and further enhancement of BI and, in the end, of movento's successful philosophy."

With the application of the latest SAP and Business Objects technologies, Business Intelligence can be profitable and it can be used both by corporate groups and medium-sized companies.

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About movento

movento's spectrum of services includes strategic management and process consulting as well as comprehensive implementation with SAP Business Suite. Consulting focal points are the areas of customer relationship management (CRM), WebChannel, and Business Intelligence (BI).

movento is one of the leading service partners of SAP Deutschland AG. The company employs more than 50 people in its locations in Stuttgart and Mannheim in Germany, St. Gallen in Switzerland, and Plovdiv in Bulgaria.

Its clients include international companies as well as specialized and dynamic medium-sized companies.

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