

movento becomes strategic CRM partner of SAP in the Manufacturing and Process Industry

Mannheim, December 2, 2009 – SAP Deutschland AG & Co. KG has accepted the CRM consulting company movento into the Collaborative Business Initiative for the SAP Customer Relationship Management (SAP CRM) sector. movento is thus one of only three strategic CRM partners of SAP in the Discrete Manufacturing Industries (DMI) and Process Chemical Industries (PCI). With acceptance into the Collaborative Business Initiative (CBI) for CRM solutions in the manufacturing and process industry, SAP makes clear its recognition of movento's industry expertise in these sectors.

The new initiative will strengthen the cooperation between SAP and the selected partners. In particular, customers will benefit from this status. It underscores movento's deep-reaching solution and consulting expertise and its proven project success. "In the future, we will work still more closely with movento in the course of the Collaborative Business Initiative for SAP CRM in the manufacturing and processing industry," explains Christian Bender, Director of the Ecosystem and Partner Group at SAP Deutschland AG & Co. KG. "This way, we can deploy our complementary expertise optimally for the benefit of our customers."

With acceptance into the CBI, the close cooperation between movento and SAP continues; for many years, movento has been a SAP Services Partner and Special Expertise Partner in the area of SAP CRM.

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About movento:

Technology by SAP. brought to life by movento.

For many years, movento has been a SAP Services Partner and Special Expertise Partner SAP CRM with solution expertise in the areas of customer relationship management (SAP CRM), Web Channel, Enterprise Mobility, and Business Intelligence (BI). The company's spectrum of services includes strategic management and process consulting as well as the extensive implementation of business processes with SAP Business Suite and SAP NetWeaver. movento offers slim yet custom-tailored solutions for the optimization of customer-relevant process in marketing, service, and sales, and demonstrates how with the use of the latest technologies, it is possible to establish profitable customer relationships. Holistic strategies for internal and external optimization, for example corporate performance management and SAP business intelligence solutions round out our offerings. Even after the implementation, movento will assist its customers with extensive support services.

If necessary, the highly-qualified specialists in movento's development and support center in Bulgaria are at customers' disposal.

Proof? Well-known companies as well as specialized and dynamic medium-sized companies have successfully implemented more than 50 projects with movento. With more than 60 employees, movento has locations in Mannheim, Stuttgart, St. Gallen (Switzerland), and Plovdiv (Bulgaria).

For more information, please visit www.movento.com