

## movento establishes a presence in Eastern Europe

Mannheim, 09/29/2008 - movento GmbH, a leading SAP CRM consultant, has established a branch office in Bulgaria. movento Bulgaria OOD is headquartered in the university city Plovdiv, which after the capital Sofia is the second-largest city in Bulgaria. Thanks to the location in Bulgaria, movento's presence in the growing Eastern European market will be strengthened.

"We would like to intensify the relationship with our existing customers and potential business partners on-site and further expand our presence on the Eastern European market", explains Patrick Ganzmann, CEO of movento GmbH, about the decision in favor of Bulgaria.

Access to highly-qualified employees also makes Bulgaria an attractive location for movento. In its developments for e-business, mobile applications, and user interfaces, movento relies on young, well-educated employees. "We are thus moving into an ideal environment with a large pool of excellent IT graduates", according to Patrick Ganzmann.

Borislav Minkov, a former manager at SAP Labs in Bulgaria and at SAP AG in Walldorf, will manage movento Bulgaria OOD. Borislav Minkov has more than just good knowledge of the Bulgarian CRM environment; he also maintains close contacts to SAP in Germany, where he worked for many years.

movento now has locations in Germany (Stuttgart, Mannheim), Switzerland (St. Gallen), and Bulgaria (Plovdiv); additional locations are still in the planning stages.

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### About movento:

movento provides consulting services for customer relationship management (CRM) and all questions associated with it. Our services include strategic analysis and the design of customer-oriented business processes in marketing, sales, and service, as well as their implementation with SAP Business Suite (SAP CRM, SAP WebChannel, SAP BI).

movento is one of the leading service partners of SAP Deutschland AG; it is also a Special Expertise Partner for SAP CRM in Germany and Switzerland. Its clients include international companies as well as specialized and dynamic medium-sized companies.

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