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Sector specialists pool their resources: CAS and is4 have formed a strategic joint venture

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CAS and is4 are catering to growth in demand for the CPWerx demand side management (DSM) solution in the consumer goods industry

Kaiserslautern – CAS, the world's leading provider of demand side management solutions and is4 IT Services - IT service provider and also specialist for the consumer goods industry - have formed a strategic alliance in a joint venture. The joint venture agreement was signed. is4 will be providing consulting and implementation services in support of the CPWerx DSM solution for consumer goods manufacturers. is4 is a full-service provider with its own data center, providing services such as process consulting, outsourcing and hosting. is4 believes that CPWerx supplements its own portfolio of ERP and business intelligence products. is4 also mentioned that the joint venture with CAS is a strategic aspect of its growth strategy. Industry knowledge and integration know-how are the reasons why CAS opted to be is4's partner. This knowledge and know-how reflect CAS' own fields of expertise and enhance its CPXWerx consulting, implementation and service capacities in German-speaking markets.

"We are a solution-independent consulting firm, so we need process and product know-how in order to guarantee the best and most suitable solution to customers. That's why a partnership with CAS was a logical step to take. It brings together growing customer demand and the products and services of a sector specialist with extensive process know-how relating to unique functions such as trade promotion management, mobile business and reporting & analysis on the product side," said Dr. Rolf Sundermeier, CEO of is4 IT Services. "CAS also has vast integration experience in the field of SAP. Tried and tested interfaces to SAP ERP and BI that were developed for previous integration projects are available. The implementation and administrative costs of a best-of-breed solution with CAS are therefore no higher than a solution from one single provider would be. We're sure that CPWerx will help us drive organic growth."

The most recent milestone in CAS' SAP integration strategy is "Powered by SAP NetWeaver®" certification for CPWerx 6.0. The SAP Integration and Certification Center has certified the seamless integration of CPWerx 6.0 with SAP NetWeaver Exchange Infrastructure (SAP NetWeaver XI). It is a component of the SAP NetWeaver platform for the exchange of critical data with the SAP Business Suite. CAS has also effectively proven that CPWerx can be integrated in the SAP NetWeaver portal without any problems. "Demands for payments" were selected for certification. CAS already had an interface to an SAP R/3 system based on SAP NetWeaver™ exchange infrastructure technology for this purpose.

"This joint venture is a genuine win-win situation for us. It isn't just that we're two SMEs on par with each other. We are also both consumer goods industry specialists and we understand the functions and processes that the different user groups need. For example, the customer's sales representatives have to be able to produce ad hoc reports and analysis at the customer's premises, and key account managers have to present the same at annual meetings. They have to be able to do this without being linked up online to the central system. CPWerx makes it possible," explained Henning Fromme, President EMEA at CAS. "Our partnership has extended our CPWerx consulting and service portfolio in German speaking markets, giving customers one



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more option when they select their service provider. We can also meet increasing demand for CPWerx more efficiently, which supports our own growth as software provider."

The CPWerx team at is4 has been through a multi-level training program and all members will be participating in the formal certification program for CAS employees and partners. The training program includes participation in current CAS implementation projects and practical experience at the customers' premises.

is4 IT Services

is4 is an IT service provider specializing in the consumer goods industry. The Minden-based company unites sector-specific business process know-how with the ability to implement it in customized solutions on state-of-the-art IT platforms. The portfolio is rounded off by cross industry data centre services. is4 was founded at the beginning of 2002 as a joint venture between syskoplan AG (www.syskoplan.de) and Melitta Bentz KG (www.melitta.de).

It has developed a solid reputation among renowned customers in the consumer goods industry as a reliable and competent provider of innovative solutions. is4 takes a customer-centric approach by not focusing on individual business processes, but on the integration of the solution in the company's processes on the basis of SAP NetWeaver, the SAP platform and CAS GmbH's CPWerx. Is4 is SAP Special Expertise Partner for CP and today has around 90 employees.

CAS

CAS is the world's leading provider of Demand Side Management solutions for the consumer products industry. With over 20 years of industry-specific experience, CAS offers unparalleled expertise in the provision of solutions for driving profitable brand growth. The CPWerx solution supports transactional, analytical, and optimizing process components. The integration of Closed Loop business processes allows CPWerx to support all sales and marketing requirements. Keywords here include Trade Promotion Management, Field Sales Management, and Category Management. CAS customers include leading consumer product companies across the globe, including Beiersdorf, Campbell Soup Company, Coty, Danone, Dr. Oetker, Electrolux, Henkel, InBev, Karlsberg, Kraft Foods, and Molson Coors. CAS headquarters are located in Germany, with subsidiaries in Europe, USA, Asia, and Australia. Further information is available at www.cas.com.

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