



# Press Release

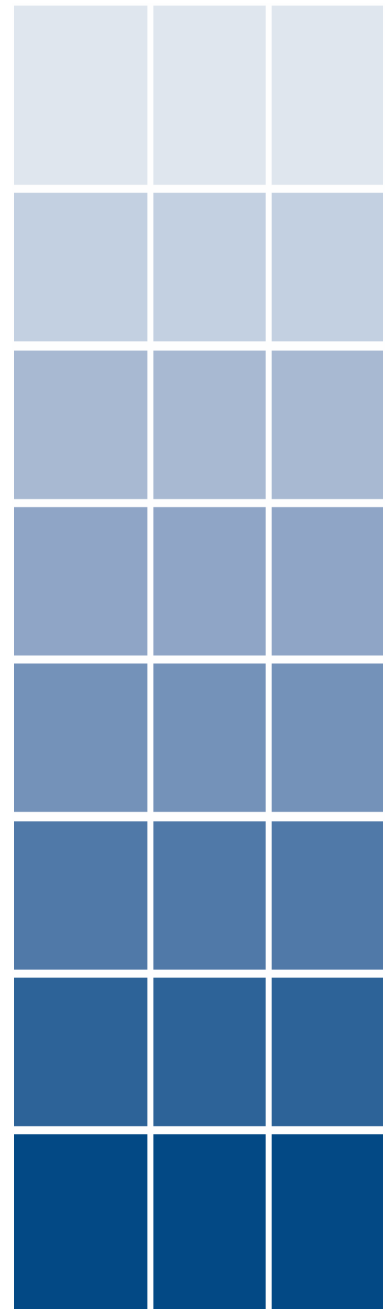
Wuerzburg, 09/20/07

## Franconian “Think Tank” influences SAP’s New Software Strategy

Wuerzburg/New York. Yesterday in New York, SAP’s worldwide introduction of its new product, SAP Business ByDesign, advertised under the code name A1S, was occasion for Prof. Dr. Rainer Thome’s invitation to the event, as IBIS Prof. Thome AG is not only among the first pilot customers, but has also played a major role in helping shape this small business software’s structure and completely new method of implementation.

Yesterday, September 19, 2007, in New York, SAP AG officially introduced its new software, SAP Business ByDesign, conceived specially for small and medium-sized businesses. It was designed as a service-oriented solution based on the most advanced architectural concepts for user software. The main impetus behind it are the tools and methods incorporated into the structure for implementation and continuous adaptation to the user’s specific requirements. Wuerzburg’s IBIS Prof. Thome AG inspired the idea and helped develop it. The company considers itself a “think tank”, dividing its time between scientific research at the university and application of these methods and tools in its everyday business. The results benefit the students as well as IBIS’s cooperation partners in the economy.

For over three years, an IBIS team, directed by executive of finances, Dr. Andreas Hufgard, has worked to develop a highly advanced procedure for SAP. This new procedure provides an even more efficient and cost-effective method for factoring in user companies’ needs than is currently offered by any other software in the world. The conceptual fundament for this novel strategy has been being developed through scientific research and doctoral dissertations for over ten years now at the University of Wuerzburg; in the software scene it stands for Continuous System Engi-



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neering, the Wuerzburg way to enhanced utilization of standard software with concurrent individual adaptation to practical needs.

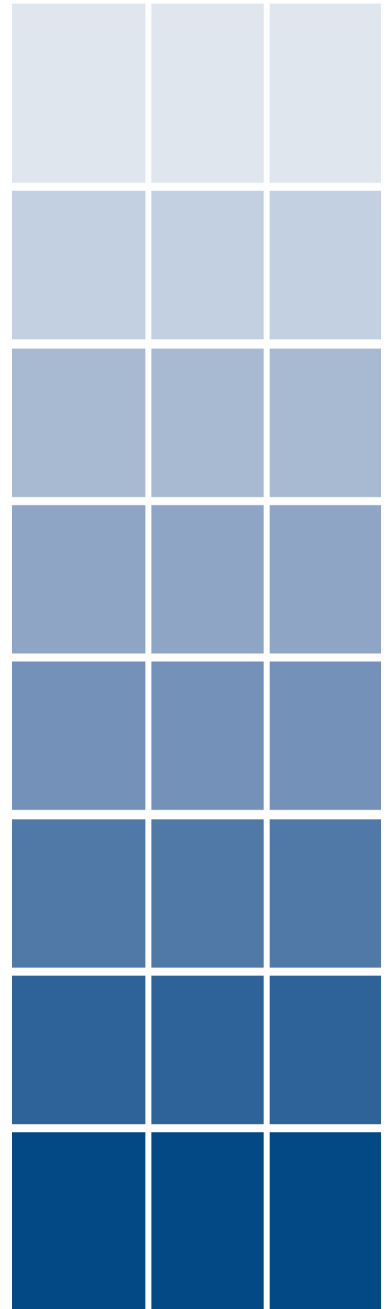
For more detailed information, see [www.ibis-thome.com/sap\\_bbd](http://www.ibis-thome.com/sap_bbd).

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As a think tank and developer of methods and tools in the SAP environment, IBIS provides innovative solutions for the requirements-based integration of organization and information processing.

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