

News & Articles

- Synomic attends "Software-Cluster Forum 2010" – Software innovations for the digital Enterprise.
Darmstadt, Aug 25th 2010

www.softwarecluster-rheinmainneckar.de/ebob/get_ebobmedia.php

- Synomic supports the Software-Cluster Rhein Main Neckar

"The Software-Cluster Rhein Main Neckar is one of the most high performing IT & telecommunication networks of vendors, service providers, research and academic institutions as well as users.

Goal is to i.e. to facilitate the many small and medium size companies in the IT industry and to strengthen the economic potential in the region in the long-term."

Please find more info at www.softwarecluster-rheinmainneckar.de

- Synomic published the new book „Profit from Software Ecosystems“ which was launched at the First International Conference on Software Business ICSOB in Finland www.icsob.org The book is available at major book stores or online e.g. at Amazon.

- Synomic published the thesis on “Zuliefernetzwerke und Partnermodelle in der Softwareindustrie“ supported also by the Technical University Darmstadt and the International Association for SAP Partners (IA4SP) e.V. as a book available e.g. at Amazon.

- Synomic is supporting the go-to-market of Nolio in Germany

- Synomic will attend

IA4SP Event Potenziale 2010 on Feb 3

WebHostingDay on March 17-18

- We are working with partners on a new book on “Partnering in the Software Industry”, to be published in summer-of-2010.

Please visit www.drkarlpopp.com/PartnerModelsintheSoftwareIndustry.html fore more details and watch www.synomic.com/partnerbook.

- Synomic supported a thesis on “software partner models and supply chains in the software industry” by Technical University Darmstadt:

à Studienarbeit: Zuliefernetzwerke und Partnermodelle in der Softwareindustrie

- Synomic joined the SAP Referral Member program.

- Synomic included in Microsoft directory for BizSpark and “unternimm was” (die High-Tech-Gründerinitiative / the High-tech founders’ initiative) by Microsoft in Germany.

<http://www.microsoft.com/germany/gruender/partner.msp?state=Baden-Wuerttemberg>

- A short and good introduction about business models in the software industry can be found at

<http://www.drkarlpopp.com/BusinessModelsintheSoftwareindustry.html>

- Synomic joined the Microsoft BizSpark Pogram as a Network Partner

Microsoft® BizSpark™ gives you fast, easy access to current, full-featured Microsoft development tools and production licenses of server products; professional technical and expert business support; plus global visibility to new markets. See our Press Release and visit the Microsoft Startup Zone to learn more!

www.microsoftstartupzone.com

- Artikelserie zum Synomic Buch “Partnering with SAP” und weitere interessante Artikel u.a. zu:

SAP Partnerprogramme, SAP Partnerverein (IA4SP) und Partner Port im S@PPORT Magazin – Sonderausgabe “Das SAP-Ökosystem”

Link zum Magazin: <http://www.sap-port.de/index.php?page=55941200>

- Some interesting information on the software Industry can be found at

- <http://www.drkarlpopp.com/>
 - Warum ein früher Start im Ausland gerade für "Deutsche Software Startups" wichtig ist, beschreibt dieser Artikel im Manager Magazin
<http://www.manager-magazin.de/it/gruender/0,2828,570366,00.html>
 - Unser wissenschaftlicher Kooperationspartner, die Technische Universität Darmstadt wurde zum drittenmal in Folge zur besten Wirtschaftsinformatikhochschule von Deutschland ausgezeichnet.
http://www.tu-darmstadt.de/vorbeischauen/aktuell/nachrichten_1/topranking.de.jsp
 - Press Articles about our book "Partnering with SAP":
mittelstandswissen.de
presseanzeiger.de
absatzwirtschaft-biznet.de
 - Article in SAP.info from 12/30/2008 "A Guide to the SAP Ecosystem"
[http://sap.info/en/experts/partners/081229_Partnering with SAP.html](http://sap.info/en/experts/partners/081229_Partnering%20with%20SAP.html)
 - Artikel in der SAP.info vom 30.12.2008 "Wegweiser ins SAP-Ecosystem"
[http://sap.info/de/experts/partners/081229_Partnering with SAP.html](http://sap.info/de/experts/partners/081229_Partnering%20with%20SAP.html)
 - Synomic releases "Partnering with SAP"; book on how to better partner with SAP®
http://www.synomic.com/downloads/Book-PR_Engl.pdf
 - Wegweiser ins SAP® Ökosystem - Neues Buch von Synomic gibt Tipps für SAP® Softwarepartner
http://www.synomic.com/downloads/Book-PR_Dt.pdf
 - SAP launches the SAP EcoHub: The Community-Powered Online Solution Marketplace as Trusted Source for Discovering, Evaluating, and Buying solutions from the SAP Ecosystem.
<https://ecohub.sdn.sap.com/>
 - To learn more about Partnering with SAP and the different Types of SAP Partnerships, try this link:
<http://www.partnerwithsap.com/>
 - Financial Times Deutschland (FTD) article about legal aspects of international go-to-market for software companies (ISVs).
<http://www.ftd.de/unternehmen/340240.html>
 Link to Podcast
 - Synomic joins the TBK Consult Network, a leading software globalization services network
http://www.synomic.com/index.php?option=com_content&task=view&id=28
 - Synomic is a founding member of the International Association for SAP Partners e.v. (IA4SP)
<http://www.ia4sp.org>
- A press article can be found e.g. in the SAPinfo magazine
<http://www.sap.info/public/DE/de/index/Category-28893c613963f405e-de/-1/articlesVersions-208694691ddab1b980>
- Article on IA4SP in German language
 Two third of worldwide EAI software companies use iWay adapter
<http://www.crn.de/unternehmen/showArticle.jhtml?articleID=201201002>
- Swiss Bank - Public Forum
 Two third of worldwide EAI software companies use iWay adapter
http://www.informationbuilders.de/laufertext/clippings/schweizer_bank_publi_forum.pdf
- HMD Praxis & Business Informatics
 Enterprise Portals & Enterprise Application Integration
 Control Broker & new approach for application integration
<http://hmd.dpunkt.de/225/09.html>
- SAP INFO international
 Instant connection for external Systems
<http://www.sap.info/public/INT/int/printout/article/PrintEdition>
- Strategic Bulletin EAI
 The process oriented enterprise
<http://www-public.tu-bs.de:8080/~y0021349/EAI-Bulletin2004.pdf>
- COMPUTERWOCHE
 Imaging and workflow systems make paper archive obsolete
<http://www.computerwoche.de/heftarchiv/1996/9/1104748/>
- ITtoolbox SAP Knowledge Base
 iWay Software Creates New Adapter Factory to Support Growing Partnership with SAP AG
<http://sap.ittoolbox.com/press/display.asp?i=124228>
- COMPUTERWOCHE
 M&A of Actional thru iWay
<http://www.computerwoche.de/nachrichten/544929/>
- COMPUTERWOCHE
 Control Broker integrates the Front Office

<http://heftarchiv-cw.computerwoche.de/heftarchiv/2000/27/1076228/>