

## News & Articles - Synomic joins the TBK Consult Network

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TBK Consult opens the TBK SAP® Competence Center in Walldorf, Germany

Synomic GmbH, with its broad SAP® eco-system expertise, has joined the TBK Consult Network, a leading software globalization services network of veteran business consultants.

The purpose of the new TBK SAP® Competence Center in Walldorf, Germany is to assist software companies to develop and implement a successful SAP® ecosystem strategy. Software vendors can leverage the growing SAP® ecosystem for their own growth and ensure better overall support for their existing customers.

The SAP® ecosystem is truly one of the largest and most important markets for software vendors in the world. SAP® has more than 40,000 enterprise customers in more than 120 countries today and is aiming to increase this number to 100,000 by the year 2010. The more than 2,200 SAP® partners play an instrumental role in the continued growth of the SAP® ecosystem. SAP® partners have helped to propel the number of SAP® users to more than 12 million and the number of SAP® Developer Network members to over one million.

&ldquo;With its&rsquo; location in the Partner Port on the SAP® Walldorf Campus and its&rsquo; extensive experience working within the SAP® ecosystem, Synomic is the perfect partner and the TBK SAP® Competence Center the ideal starting point for any software vendor who wants to join and leverage the SAP® ecosystem&rdquo;;, according to Nils Kierkegaard, a TBK Consult managing partner. &ldquo;We are already working with several SAP® software vendors who want to take advantage of this new relationship to better access the SAP® market.&rdquo;

&ldquo;Although the SAP® ecosystem provides an excellent environment for growth, is it important to find, develop and execute the right strategy to identify appropriate opportunities within the ecosystem while minimizing risks and costs&rdquo;;, explains Ralf Meyer, founder of Synomic. &ldquo;With the TBK Network and the TBK PIA methodology (Planning and Implementation Approach for software companies) we can not only provide a structured market entry, but help software vendors internationalize much more quickly by entering further European countries as well as the large North American market&rdquo;.

TBK Consult and Synomic have signed a cooperation agreement, which now adds Synomic GmbH to the global TBK Network of software business development services consultancies. This allows both entities to increase their geographic reach and extend their services to software vendors internationally.

For more information, please contact:

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TBK Consult was founded in 2003 with the objective of helping software companies with rapid and massive globalization.

Synomic GmbH, a boutique management consultancy, was founded in 2006 by experts in the software and SAP® markets. Synomic specializes in Alliance and Business Development consulting as well as Corporate Development consulting.