

Marketing Club Bielefeld

Lecture on customer benefits at itelligence AG:

“ROI aspects of CRM system introductions”

Bielefeld, June 28, 2004 - Marketing Club Bielefeld and itelligence AG, Bielefeld, are organizing a lecture entitled “Return On Investment (ROI) Customer Relationship Management (CRM) aspects of CRM system introductions” at the Bielefeld head office of the full service provider for SAP on June 28, 2004.

Delivered by Uwe Bohnhorst, itelligence AG's Managing Director South and Western Europe Region and Director International Sales, the lecture will focus on the customer benefit of CRM systems, the key message being that customers should pay great attention to a detailed analysis of their CRM project requirements.

The event at the itelligence AG building forms part of the lecture series arranged by Marketing Club Bielefeld and starts at 7. p.m.. The target audience includes sales specialists and executives. Attendance is free of charge.

About itelligence AG:

itelligence AG is a leading international full-service provider for SAP employing some 1,000 highly qualified employees at 34 branches in 15 countries in 4 regions (America, Western Europe, Germany/Austria, Western Europe). As a mySAP Business Suite Channel, Service and Support Alliance as well as Hosting Partner and Global Services Partner, itelligence realizes complex projects in the SAP environment for over 1,200 customers worldwide. The company's services range from SAP consulting and licensing to outsourcing and services to proprietary industry-specific SAP solutions. In 2003, itelligence AG generated total sales of EUR 145,6 million.