

# PRESS RELEASE

## **msg and Netconomy Form Joint Venture: msgNetconomy**

**Munich, Dezember 10, 2015. msgNetconomy will enable msg to extend their market approach for end-to-end solutions designed to help customers enhance digital transformation, support omni-channel strategies, and improve customer experience. msg global solutions as the international branch of msg group will take part in the joint venture from msg's side.**

msg global solutions, a Swiss-based provider of integrated technology and services to the financial services industry globally, and Netconomy Software and Consulting GmbH, an Austria-based specialist in successful implementations of omni-channel-strategies and integration of online-channels, especially deploying SAP Hybris, are pleased to announce the formation of a joint venture company, msgNetconomy.

The formation of msgNetconomy follows discussions between the leadership of both companies, which together recognized the synergies that msg and Netconomy offer in the field of digitalization and e-commerce for the financial services industry. The company will serve a global market from a single location in Belgrade, Serbia.

One of the goals behind the joint venture is to provide services to accommodate customers looking for process efficiencies through digitalization and improved customer experience across channels. This includes insurers and companies from other vertical markets that are involved in an omni-channel strategic transformation to facilitate increased customer engagement and distribution, enhanced brand and reduced costs. Both msg and Netconomy are Certified Partners of SAP Hybris software, an SAP company and an e-commerce, omni-channel platform technology provider, and msgNetconomy will act as a sourcing partner, delivering services around enterprise multichannel e-commerce and product content management software.

The joint venture represents msg's execution on its larger growth strategy: to broaden its service offerings and meet market demand for transformative technology and end-to-end solutions. The joint venture will enable msg to build on its existing strengths of delivering integrated software and services, while expanding its customer base with a focus on customer experience, process digitalization, and new digital business.

"With the msgNetconomy venture, we can realize our vision to bring end-to-end insurance to life for our customers," notes Peter Umscheid, msg global solutions' co-CEO. "We will be able to do this cost effectively and from a position of business and technical experience. However, we won't be limited to insurance as a wide variety of vertical markets are seeking solutions on an e-commerce, customer-centric and omni-channel platform. This truly is our next big step into the future and a way to bring our customers into a new realm of operational excellence."

Martin Barzauner, CEO of Netconomy, adds, "Netconomy stands for quality and reliability when it comes to digital transformation for selected industries like retail, wholesale, telecommunications and consumer products. We have joined forces with a trusted partner to continue to successfully deliver to customers in the financial services industry in a global context. We will continue to adapt and connect the business processes of our mutual customers with state-of-the-art technologies and create future-oriented online-solutions, which push our customers' business to a new level."

## **msg**

msg is an independent, international group of companies with more than 5,000 employees around the world. The group of companies offers a holistic service spectrum of creative, strategic consulting and intelligent, sustainable and value-added IT solutions for the following industries: automotive, financial services, food, insurance, life science & healthcare, public sector, telecommunications & media, travel & logistics, as well as utilities, and has acquired an excellent reputation as an industry specialist during its more than 30 years in business.

Within the group, independent companies cover the wide variety of industry and issue-based competence: msg systems ag forms the core of the company group and works in close cooperation with the subsidiaries, both on a business and organizational level. This allows the competence, experience and know-how of all the members to be bundled into a holistic solution portfolio with measurable added value for its customers.

msg holds sixth place in the ranking of IT consulting and system integration companies in Germany.

## **Netconomy**

Netconomy is a quality leading integrator of omnichannel and digital commerce solutions, fully focused on SAP hybris. The regional focus of Netconomy is the D-A-CH Region, the primary industry focus is on retail, wholesale, consumer products, telco and transportation. Netconomy employs over 180 highly skilled professionals within 5 offices in Germany, Austria and Switzerland.

The Services of Netconomy cover solution architecture and strategy, specification, implementation, service desk and web operations. The company has a partnership with hybris since 2003 and is a hybris Platinum partner. Netconomy is privately owned.

To learn more about Netconomy, visit: [www.netconomy.net](http://www.netconomy.net)

**For additional information:**

msg systems ag, Susanne Koerber-Wilhelm, Robert-Bürkle-Str. 1, 85737 Ismaning/Munich  
Tel. +49 89/ 961 01 1538, Fax +49 89/ 961 01 1113,  
E-Mail: susanne.koerber-wilhelm@msg-systems.com

Hotwire PR, Daniel Hardt, Franziska-Bilek-Weg 9, 80339 Munich  
Tel. +49 89/ 210 932 81, E-Mail: Daniel.hardt@hotwirepr.com

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