

Even better customer support with an office on site

An eye on northern Germany: itemis AG opens a branch in Hamburg

Lünen/Hamburg, Germany, 11 February 2009. itemis, a leading IT consulting firm and service provider specialising in model-driven software development, is expanding operations in northern Germany with a new branch office in Hamburg. itemis is already present in all of Germany after opening numerous branches last year, and since recently is also present in France and Switzerland. With the new office in Hamburg the company aims to respond to the strong demand in the area, in particular in the embedded systems sector, and provide customers with assistance directly on site.

The new location will offer the complete range of services from the entire network of offices. This includes itemis focal points such as Eclipse, model-driven software development (MDS) and model-driven development of embedded systems, but also consulting on other customer-specific open source solutions. itemis has for some time been collaborating with a large number of customers and partners located in Hamburg, which until now have been served by other branches. With the new location in the heart of Hamburg it will now be possible to work even more closely together. Timm Peters, Head of Sales and Marketing at the new branch, explains: "We want to get closer to the customer, enabling us to provide better and more direct support. We are familiar with the market and have determined that our range of services is very much in demand here. Our new office at the "Hamburg Business Center am Ring" will allow us to respond to customers' wishes in an even more targeted manner."

For the Hamburg branch itemis was able to win a new regional sales manager. Asaf Ikram, former Head of Sales at Genteware AG, will be the on-site contact person and head of business operations at itemis' Hamburg branch. Previously Ikram worked at companies including SinnerSchrader, Intershop and Oracle Deutschland, where he made a name for himself in the field of IT solution sales. He studied informatics and brings with him a wealth of technical insight. In the MDS sector as well, he is superbly knowledgeable and is thus the ideal candidate to fill this position.

The new Hamburg office on Habichtstrasse offers many advantages for itemis, including an expansion of the network in which the company operates. As well as being a member of Hamburg@work, itemis is increasingly working together with the HWF (organisation for the promotion of economic development) – especially in the "Hamburg as a location for aviation" cluster. Being a new company in Hamburg, itemis also plans to expand its commitment to regional affairs and will become a supporting partner to local organisations such as the Hamburger Presseclub. itemis will present its range of services at venues such as Seacon 2009 – Hamburg's software development conference in June.

About itemis

itemis is an independent IT consulting firm and service provider based in Lünen, with eight additional offices located throughout Germany and internationally. As one of the leading businesses in model-driven software development, itemis also transfers this modern concept onto the development of embedded systems. itemis AG develops the tools required for this under an open source licence and provides them under the umbrella of the Eclipse project. As a strategic member of the Eclipse Foundation, itemis provides a team of eight developers which works on the Eclipse Modeling Project (EMP) and plays a key role in the development of the open source generator framework openArchitectureWare (oAW). Wolfgang Neuhaus, board member of itemis AG, is also board member of the foundation. itemis is involved in many research projects and is currently working on several national and international projects. As a member of various organisations, for example BITKOM, ARTEMIS and SIG-MDSD, itemis supports the exchange between experts, specialists and management. Further information on the company can be found on: www.itemis.ch.

For its achievements, itemis received the “TOP100” seal of quality, placing it among the top five of Germany’s most innovative mid-sized businesses. The company was ranked first in the category of innovation-promoting top management. itemis was recognised as a top employer in January 2009 and landed in the top tier in the category “employee development and prospects”, receiving eighth place overall and thus ranking among the top 10 in TopJob’s overall evaluation.

For more information on the company and current research topics, please visit www.itemis.de.

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