

ABS - Silver Sponsor - at SAP World Tour 2008

On October 16th – the yearly SAP World Tour 2008 took place at Hotel Marriott. The main purpose of this event was to inform about last generation SAP solutions and their benefits according to ever-challenging economic environment, and also to present successful stories related to SAP implementation projects. Our company has participated as Silver Partner to this event together with other well-known SAP partners, such as, Fair Value and CSB (Gold Partners), Union Consulting, Romsys, Siemens, S&T, ISC and Systec (Silver Partner). Almost 250 people attended the event.

Our Sales & Marketing team had the opportunity to present an original concept of presenting & arranging the booth focused around the idea of “ABS – workshop for business process design” (“Atelier de reparat procese de afaceri”). The intention was to send a powerful message to the participants by making a clear and direct translation of the benefits of using ARIS Platform in order to improve company’s organization and activity before implementing an ERP solution.



Another part of our scenario was to offer small chocolate tablets, labeled as “BPM tablets” (Business Process Management), supported by friendly recommendation of usage due to the attached backside instructions meant to avoid secondary effect of ERP implementation.

Most of the visitors got impressed and left smiling after tasting the BPM tablet. Differentiation was obvious: we added a simple human touch to the high tech profile of the event, considering that participants were mostly SMBs with basic concerns & basic understanding of technology.

Our idea earned sincere compliments not only from the participants but also from competition and SAP Romania team. Also, our targeted purpose of increasing/updating our contact database was successfully achieved.

Our participation has strongly been sustained by the valuable visit of our partner IDS Scheer representative - Mr. Boris Sobocan, Ph.D, Head of Partner Development EMEA. Mr. Sobocan enjoyed meeting our Sales & Marketing Team and appreciated the ingenious way of promoting IDS Scheer solutions.

The event ended in a relaxing atmosphere ensured by 3 couples of professional dancers and also by a lottery. Our company offered a GPS system to one of the winners. We managed to make the difference once again by surprising everyone with our announcement that our gift is not an actual GPS but a Genuine Problem Solver, an “instrument” that we offer to all our clients through our services.

The concept will be followed in the coming months in order to raise attention of our potential clients regarding our business consulting capabilities, solutions and technologies in times of distress as we cross today. We target to gain a premium position in consulting this year to be able to consolidate in the years ahead. We have to simply express the values we stand for to get easily understood by our clients.