



Press Release

## Every Angle and Adsotech team up for Nordic market

**Adsotech Scandinavia Oy and Every Angle Software Solutions have signed an agreement in which Adsotech will sell the Every Angle Operational Performance Management (OPM) solution in the Nordic market. Christer Mäkelä, Managing Director at Adsotech: “We see an excellent possibility to deliver a good and useful solution as Every Angle is, to the Scandinavian marketplace.”**

Both Every Angle and Adsotech see big potential in working together. Fred Hermans, CEO of Every Angle: “Our aim is to grow. We expect to achieve most of our growth from our international business. Therefore we need strong partners with a good customer base. Adsotech is such a partner. I’m very pleased to announce this agreement.”

So, growth is the keyword for Every Angle and Adsotech. Every Angle is expecting an increase of the revenue and customer base of about 35 percent in 2011, Adsotech is expecting to grow by 50 percent this year. The agreement should benefit both software vendors in achieving future growth. Mäkelä: “We are able to expand our product portfolio by cooperating with Every Angle. It’s a very nice addition to our existing portfolio because Every Angle is named a Cool Vendor by Gartner. Next to Every Angle we also deliver Winshuttle to our customers. Winshuttle is, according to Gartner, another Cool Vendor in the SAP Ecosystem.” Mäkelä believes that Every Angle will be beneficial to Nordic enterprises using SAP. “As the usage of Every Angle will enable organizations to improve their operational efficiency and to reduce the operational cost, we are convinced that there will be a big demand for Every Angle amongst companies, especially in these economically challenging times.”

### **‘SAP users will see benefit of agreement’**

There are several similarities between the two companies. Both Every Angle and Adsotech are strong in the fields of improving business processes and master data management. Both are mainly focusing on customers in the SAP Ecosystem. Hermans: “Adsotech has a very interesting customer base, including big well known international companies such as Statoil, Sanoma Magazines, AGA and Wärtsila. We see a big potential in working together and expect that many of the SAP customers of our new partner will see the advantages of using Every Angle for improving its operational processes as well.” The agreement will be effective from September 1<sup>st</sup>.

### **About Every Angle Software Solutions**

It’s our philosophy to make Operational Performance Management (OPM) easy for organizations running SAP ERP. Every Angle is a SAP Certified and affordable solution, developed by SAP experts since 1996. Business users can easily measure and analyze the performance of their business processes in a

very advanced and flexible way and find root causes of problems. Improvement information can quickly be provided to the right people via the SAP GUI, so they can execute the right responsive actions. Every Angle is proven to be very effective and cost saving! An implementation of Every Angle is always on time, on budget and, as our customers say, it delivers more than expected. In only 3 days, our solution can be fully functional on any SAP system, then your users can start performing advanced analytics.

Want to see what **our customers** say about using Every Angle? [www.everyangle.com/videos](http://www.everyangle.com/videos)

#### **About Adsotech Scandinavia Oy**

Adsotech Scandinavia Oy is a Finnish provider of IT-solutions and infrastructure products, established in 1985. Adsotech delivers IT solutions to enterprises ranging from small companies to the largest enterprises in the Nordic countries to support them in their business processes and day-to-day management of their IT-infrastructure ranging from traditional mainframes to ERP solutions running on distributed platforms.

Adsotech is a distributor in the Nordic countries for well established and certified global software and solution providers. In addition Adsotech has own product development that has resulted in a SaaS ERP and CRM service – AboveTARGET.com – available worldwide through the internet.

#### **For more information:**

##### **Every Angle Software Solutions bv.**

Ferdi den Bakker

+31 6 10 13 70 48

f.denbakker@everyangle.com