

# Enterprise Software

## Technology Report

Vienna, January 2017



## Introduction

Dear Readers,

Vienna is among the top 5 ICT metropolises in Europe. Around 5,800 ICT enterprises generate sales here of around 20 billion euros annually. The approximately 8,900 national and international ICT companies in the "Vienna Region" (Vienna, Lower Austria and Burgenland) are responsible for roughly two thirds of the total turnover of the ICT sector in Austria.

According to various studies, Vienna scores especially strongly in innovative power, comprehensive support for start-ups, and a strong focus on sustainability. Vienna also occupies the top positions in multiple "Smart City" rankings. This location is also appealing due to its research- and technology-friendly climate, its geographical and cultural vicinity to the growth markets in the East, the high quality of its infrastructure and education system, and last but not least the best quality of life worldwide.

In order to make optimal use of this location's potential, the Vienna Business Agency functions as an information and cooperation platform for Viennese technology developers. It networks enterprises with development partners and leading economic, scientific and municipal administrative customers, and supports the Viennese enterprises with targeted monetary funding and a variety of consulting and service offerings.

Support in this area is also provided by the technology platform of the Vienna Business Agency. At [technologieplattform.wirtschaftsagentur.at](http://technologieplattform.wirtschaftsagentur.at), Vienna businesses and institutions from the field of technology can present their innovative products, services and prototypes as well as their research expertise, and find development partners and pilot customers.

The following technology report offers an overview of the many trends and developments in the field of Entertainment Computing. The term Entertainment Computing describes B2C solutions (hardware and software), which can entertain a person in their free time. In the broadest sense, it describes all technologies which can be assigned to entertainment electronics (Consumer Electronics). In this report, we will accordingly include everything from digital film, book, and newspapers, from Smart TV to games.

Your Vienna Business Agency team

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## **1 Enterprise Software on the Pulse of Business Success**

Business software in the broadest sense includes any kind of application software that is used in companies or other organisations and is in contrast to software for the private sector. The range covers a wide spectrum of different applications such as production control, office programs and human resources.

The term enterprise software in the narrow sense is usually connected to applications that are close to the business processes. These include in particular the two major areas of Enterprise Resource Management (ERP) and Customer Relation Management (CRM).

ERP denotes the enterprise task of planning and managing resources such as capital, personnel, operating resources, materials, information and communication technology with the view of realizing the company's mission in a timely manner and according to need. An efficient business value-creation process and a steadily optimised management of the enterprise processes are to be assured. An ERP solution usually consists of a multitude of mutually communicating IT systems that are used to support resource planning for the entire company.

CRM integrates all customer-specific processes cross-departmentally in marketing, sales, service, and research and development. General objectives are the retention and/or acquisition of customers. Traditionally this is done using a database application which allows a structured recording of all customer contacts and data. Connected to it are systems that analyze the data (e.g. Data Warehouse, Business Intelligence) and customer-facing tools (e.g. email).



## 1.1 Digital Transformation as an Engine of Innovation



Business software has been undergoing a fundamental change for some years, which can be best described with the term "Digital Transformation." On the one hand, this includes the transformation of the business processes and models in order to adapt to increasingly changing market conditions and to secure its competitive advantages on a sustained basis.<sup>1</sup> The drivers include, for example, a changed consumer behaviour and the competition from newcomers who know how to use future-oriented technologies innovatively. Well-known examples are Google, Amazon and Apple. The result is that seemingly stable markets and structures can be shaken up within a very short time.

On the other hand, digital transformation encompasses precisely those innovative technologies, which have led to the rapid rise of these companies. According to the consulting company PwC, those technologies are social media, mobility, data analytics and cloud computing (see chapter 2 for more on the trends).

In short, digital transformation describes the task of continually adapting business processes and models to rapidly changing framework conditions with the aid of so-called disruptive technologies.

It is obvious that classic CRM and ERP systems, which have been used for an average of 16 years in Austria,<sup>2</sup> are not designed to support companies with the necessary flexibility and agility of modern times. In addition, the integration of new technologies into existing business software is often very difficult for user companies. Two good examples are the Internet of Things and Industry 4.0, both of which play an important role in digital transformation, especially in the production environment. By networking things on an IT basis, large quantities of unstructured data are collected which must be managed and evaluated as automatically and quickly as possible in order to generate competitive advantages. Traditional systems, which are designed to use structured data in manageable quantities, are quickly overwhelmed.

Against this background, it is not surprising that the modernization of software is the most important IT investment theme today.<sup>3</sup> Today, companies want to invest primarily in customer-oriented solutions, such as CRM and Analytics.<sup>4</sup>

<sup>1</sup> Digital Transformation – The Greatest Change Since the Industrial Revolution ([www.pwc.de](http://www.pwc.de))

<sup>2</sup> Heimische ERP-Systeme oftmals veraltet ([www.wko.at](http://www.wko.at))

<sup>3</sup> Software-Modernisierung - Im Spannungsfeld zwischen Zwangsläufigkeit und Aufwand (<http://luenendonk.de>)

<sup>4</sup> Digital Innovation Reshapes The Future Of Business Applications ([www.forrester.com](http://www.forrester.com))

## **2 The Top Trends in Business Software**

The market for business software is moving. Digital transformation, the increasing use of smartphones and tablets in the enterprise environment, and the trend toward outsourcing IT infrastructure to external data centers and storing data on the internet (cloud computing) or using applications from the cloud (SaaS) place the software industry before new challenges and force it to revamp its traditional business models. Users are being pushed to their limits with their classical software architectures. According to the market research firm Gartner, the architectures will therefore change massively in the coming years in order to meet current business requirements, such as more agility and flexibility.<sup>5</sup> These can hardly be met using the business software systems common today.

Above all, Gartner sees the ERP systems as caught between the old and the new IT world. In many cases, ERP-applications that are in need of maintenance limit the budgets because they are usually installed in a stationary manner and are expensive to operate. The future therefore belongs to hybrid ERP approaches that flexibly complement an on-premise core system with ERP modules and functions from the cloud. However, this also brings new challenges to the IT departments of companies – for example, in the integration of these loosely coupled systems.

Applications and software solutions must also be much more flexible in the future than was previously the case. Rapid response is required in a modern business environment. The adaptability of applications is therefore extremely important. Users must be able to make configuration changes without having deep technical knowledge. This reduces implementation time and expense. This means that IT departments have to adopt centralized structures and promote personal responsibility and self-organisation. These other trends have shaped the market for business software massively.

### **2.1 Software as a Service (SaaS)**

With Software as a Service (SaaS), a company paradigm is increasingly being established which promises flexibility and easy-of-use to businesses. Software updates are no longer the responsibility of the user, but of the provider itself. According to a study by Forrester, nearly 60 percent of corporate managers in Europe and the US are currently seeking to increase the use of SaaS solutions. The areas of application for SaaS solutions are customer relations, purchasing, human resources, finance and supply chain.<sup>6</sup>

Instead of buying licenses, users will increasingly switch to subscription models. The billing of fees per user and per year will replace the model of package prices for licenses for business software. These new pricing models are more predictable and scalable for companies.

Flexibility and simplicity, a rapid deployment of the software (deployment) and regular, error-free updates speak in favor of the on-demand approach. IT departments are no longer burdened with maintenance and support tasks, and can focus on applications and projects that drive their core business.

### **2.2 Mobility**

The mobile use of business applications on tablets, smartphones and other mobile devices is a growing trend. Trends such as Bring Your Own Device (BYOD) accelerate this development. For this reason, software houses must be able to develop their solutions and services in such a way that they can run faultlessly on a variety of end devices, browsers and operating systems. In this context, a great deal of attention must be paid to the subject of security, both on the user and on the software producer side.

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<sup>5</sup> Software Monoliths Are Thwarting Enterprise ([www.cio.de](http://www.cio.de))

<sup>6</sup> Digital Innovation Reshapes The Future Of Business Applications ([www.forrester.com](http://www.forrester.com))





ERP systems are the heart of a company's IT landscape. As a result of the increasing mobility of the employees, more and more companies are implementing part of their ERP processes on mobile terminals in order to be able to work more efficiently. Users expect rapid access via tablet and smartphone with good usability, but according to a study by Trovarit are still often disappointed because there are only a few dedicated applications on smartphones and tablets.<sup>7</sup> This provides new opportunities for the ERP producers to meet the requirements.

Mobile CRM will also be one of the themes that will drive the use of business software on mobile devices. CRM systems are increasingly becoming a business hub in order to extract the communication history from, among others, social networks that support communication with customers. Solutions that originated in sales automation and customer and/or lead generation also increasingly integrate functions for internal networking in their applications.

## **2.3 Analytics**

It is becoming increasingly important for companies to evaluate the enormous amounts of data stored in the IT systems in order to be able to react quickly to market conditions. Based on these analysis results, business processes and information flows can be dynamically adapted without the need for manual intervention. For this, embedded analytics technologies are necessary in the ERP or CRM software that allow fast, well-prepared and predictive analysis possibilities. The basis for this is provided by technologies such as in-memory computing, big data, machine learning, predictive analytics and data visualization.

<sup>7</sup> ERP in Practice: User Satisfaction, Uses & Perspectives ([www.trovarit.com](http://www.trovarit.com))

## 2.4 User Experience

In addition to the SaaS support, the (business) design of the applications (user experience) is also becoming increasingly important, whereby not just the design of the user interface, but also factors such as usefulness, functionality and usability are meant. Customers, employees and partners gather experiences in the private environment daily, for example with apps and web applications that are optimized in this regard. Those who want to get closer to their customers have to be innovative in this area, because users also choose emotionally when selecting software. According to Forrester, large vendors such as SAP, Oracle and Microsoft will have to invest massively in this because they also recognize that the user experience is absolutely decisive in competition.

New challenges in terms of user experience and flexibility mean that companies will often draw on a comprehensive but open product portfolio from one provider before they must laboriously integrate isolated solutions.

## 2.5 Social Media

In marketing, social media tools have long been part of everyday life in many companies, and social media software is increasingly used in the fields of communication and collaboration. As a basis for a social enterprise, a functioning intranet or a social solution that is accepted by employees is required, through which activity streams, sharing of documents, discussion forums and microblogging are possible.

Some social media functions can also be used internally for operational processes such as goods receipt or master data management. An enterprise-wide architecture of an ECM system can enable significant improvements in this way. If, for example, the ECM system is moved to a cloud-based platform that is open to all companies in principle, productivity can thus be increased. This allows suppliers, customers and partners to submit their documents directly into the company-wide system. Invoices, contracts, goods receipt documents and other documents are directly available to the companies involved in the process. Of course, appropriate security technologies and concepts must ensure data protection and confidentiality.





### 3 Market Development

The changing demands on business software and the fact that the software vendors are themselves forced to do the same to user companies and carry out the digital transformation in a more intensive competitive environment have led to the market being in a state of upheaval.

The advent of numerous start-ups that are taking a new approach to business software by innovative technology by placing a focus on high user-friendliness (usability) and on-line availability (e.g. in the area of mobility) is contributing to the acceleration of change. One by no means new but still well known example is Salesforce.com, which offers CRM on the Cloud and has managed to rise to a four billion company within 15 years.

The high pressure faced by traditional vendors leads to shorter and shorter innovation cycles; software-as-a-service, integration of social media into the CRM landscape and data analytics as a fixed component in ERP systems are a few examples of how classical solutions are to be led step by step into the era of digital transformation. However, there is also sufficient room for start-ups that are seeking shares of the market with intelligent solutions.

#### 3.1 International Market Trends

The market research firm Gartner sees a healthy growth in the area of business software thanks to the replacement or modernization of classical systems. For 2015, an increase of 7.5 percent with a total volume of 150 billion US dollars is forecast.<sup>8</sup> The 200 billion barrier is to be exceeded in 2019.

The global business software market is clearly dominated by US companies. Nine out of ten top sellers have their headquarters in the USA. Only SAP, the world's fourth-largest software forge, can offer competition from overseas.

#### The Top Ten Software Vendors Worldwide (2013)

1. Microsoft (US)	65.7 bn USD
2. Oracle (US)	29.6 bn USD
3. IBM (US)	29.1 bn USD
4. SAP (DE)	18.5 bn USD
5. Symantec (US)	6.4 bn USD
6. EMC (US)	5.6 bn USD
7. HP (US)	4.9 bn. USD
8. VMware (US)	4.8 bn. USD
9. CA Technologies (US)	4.2 bn. USD
10. Salesforce.com (US)	3.8 bn. USD

Source: Gartner (March 2013)

<sup>8</sup> Gartner Predicts SaaS-induced Growth in Enterprise Software Market ([www.destinationcrmblog.com](http://www.destinationcrmblog.com))

### 3.2 Austria



The special feature of the software market in Austria and the DACH region as a whole are the many medium-sized software houses that compete with major global companies such as SAP, Oracle, Microsoft and Infor.<sup>9</sup> They are able to maintain market shares by focusing on the needs and requirements of specific industries and the many small and medium-sized enterprises (SMEs). The medium-sized barometer of the German industry association BITKOM of 2014 as an example shows that 86 percent of these vendors expect increasing sales.

The software sector is an industry with high added value in Austria. With a direct and indirect share of 4.9 per cent of gross domestic product (GDP), it is one of the key industries in the country.<sup>10</sup>

In comparison to Europe as a whole, however, with the revenues resulting from software development directly, Austria trails far behind in 16th place with a 0.3% market share according to the European Software Vendors Guide 2014/15. The European software market is clearly dominated by Germany with nearly 50 per cent. This is followed by Great Britain with 12.8 percent and France with 11.8 percent.

#### Top 10 Software Vendors in Austria (2014)

1. Microsoft Austria	472.0 m. EUR
2. SAP Austria	195.9 m. EUR
3. TGW	92.7 m. EUR
4. SGI	83.3 m. EUR
5. Automic Software	78.1 m. EUR
6. BEKO	50.4 m. EUR
7. Logicdata	50.0 m. EUR
8. TTTech	48.0 m. EUR
9. Systema	39.1 m. EUR
10. BMD	39.1 m. EUR

Source: [www.top1001.at](http://www.top1001.at)

<sup>9</sup> ERP Software 2015, SoftTrend Studie 280 ([www.softselect.de](http://www.softselect.de))

<sup>10</sup> Verband Österreichischer Software Industrie (VÖSI, [www.voesi.or.at](http://www.voesi.or.at))

## **4 Software Location Vienna**

Almost all Austrian branches of large international software companies are located in Vienna. This applies to US companies like Microsoft and Oracle as well as to the German SAP. Microsoft, for example, has its subsidiary at the Euro Plaza in the 12th district, where more and more IT companies have settled in recent years. Even large domestic players such as Kapsch, ACP and NAVAX have their headquarters at the Euro Plaza.

Other companies are distributed across the state or the surrounding area. In addition, there are also many sales branches of local IT and software companies in Vienna, such as Fabasoft and BMD.

Vienna is an excellent place in comparison to Austria as a whole for those employed in IT. UBIT Vienna is also a national leader in enterprise start-ups in 2014 with 8,403 new companies. It is no wonder that the expenditure on research and development, with 2.6 billion in Vienna, is also considerably higher than in all other federal states.

### **4.1 Training and Career Opportunities**

The training situation in Vienna has improved significantly in the IT sector in recent years. The Technical University of Vienna (TU) offers an independent Bachelor program for Software & Information Engineering. The training combines the entire process of software development with the conveyance of knowledge in the area of information processing. In addition, the TU also offers students a master's degree with the title Software Engineering & Internet Computing. Software Engineering deals with the development of software from analysis to design and implementation right up to commissioning and maintenance. Internet Computing is concerned with globally distributed information processing. Furthermore, the English-language Business Informatics master's program is also offered.

There is also a wide range of opportunities in the sector of Universities of applied sciences in Vienna. The University of Applied Sciences Technikum Wien offers bachelor studies for computer science and business informatics as a distance-learning or full-time study program, or as part of a professional qualification course. Furthermore, numerous relevant master programs are also offered. The FH Campus Wien offers the study of information technology and telecommunications as well as full-time studies.

Vienna also offers a broad spectrum in the area of software training. Founded in 1999 in Vienna, ETC recently entered into a joint venture with direct competitor Global Knowledge Network, making it the largest IT training provider in Austria. ETC has several ISO certifications and their portfolio includes seminars for software from Microsoft, Cisco, Oracle, Citrix and IBM as well as open source solutions such as Red Hat, Unix and Linux. The head office of ETC is still in Vienna, and seminars and training are offered in Linz and Graz as well.

The professional opportunities for IT specialists are, of course, the highest in Vienna, since most companies and potential employers are also located in and around Vienna. In addition to some personnel service providers with no specific IT focus, with the APC Corporation there is also a personnel service provider specializing purely in IT jobs. APC has an extensive network of branches and strongly depends on individual consulting and support, and not least, their strong focus on the sector.

### **4.2 Institutions and Associations**

The Austrian Software Industry Association (VÖSI) was founded especially for the domestic software industry in the mid-1980s. Today, around 30 large and medium-sized software and IT service companies are organized in VÖSI. The Austrian Software Industry Association has made it its task to promote software and related services offered by Austrian companies in Austria. It is a primary concern of the association to strengthen Austria as a business location to improve the economy and thereby ensure the long-term growth of the software industry in the interest of its members and of business and public administration. The VÖSI has also become very well-known through the formulation of a 7-point plan that is intended to represent the interests of the software industry in relation to politics. "Especially in the context of discussions on a digital agenda for Austria and Europe, we want to make a contribution to the often underappreciated software sector in order to prepare our country for the best possible digitalization," President Peter Lieber explains the motivation behind the manifesto.

In addition to the VÖSI, the Department of Business Consulting and Information Technology Vienna expert group (UBIT-Vienna) of the Chamber of Commerce must of course also be mentioned here. Here, however, all domestic IT companies are on board without special focus. There are expert groups existing within the association, which are cooperation and marketing platforms for various specialist areas.

### 4.3 Events

The International B2B Software have taken place for the third time already in April 2015. The initiation of new contacts and the exchange of knowledge are the focus of the two-day event. The event will take place again in 2017. The B2B Software Days offer interesting lectures by renowned speakers, pre-arranged bilateral talks and visits to companies and competence centers. Participation in the event is free of charge, the B2B Software Days are organized by FFG, WKO and the Vienna Business Agency. Furthermore, the business meetings of the Vienna Business Agency are central events in Vienna. Research and development and intersectoral networking are at the forefront.

The VÖSI organizes the so-called VÖSI Sector Talk at regular intervals two or three times a year. This event is also free of charge. The UBIT expert group also organizes numerous events every year. However, the topics are very diverse due to the very heterogeneous membership landscape.

One of the largest events on the topic of enterprise software are the Software Quality Days. The conference is fundamentally sector-independent. However, sector-specific lectures are also included in the program, such as the findings and the application of the software quality themes in medicine and pharmaceuticals, automotive, industrial automation and finance. The Software Quality Days are hosted by Software Quality Lab.

Pioneers is networking a new generation of pioneers as an international platform for entrepreneurship and innovative future technologies. With over 35 full-evening events per year, Pioneers contributes to global progress through technological innovation with the internationally renowned Pioneers Festival in the Hofburg in Vienna. The Pioneers Festival is fundamentally aimed at all start-ups, but here too, enterprise software plays an important role.



## 5 Viennese Companies and Their Projects

The business landscape in the area of business software is very wide in Vienna. In addition to ERP and CRM vendors, there are also many highly specialized vendors, for example, specific platforms or individual software development.

### 5.1 Braintribe IT-Technologies GmbH

Over the past few years, the Viennese company Braintribe has made a name for itself not only in Austria but also internationally with the Tribefire data-as-a-service platform.<sup>11</sup> With the help of the platform, company data can be made available securely on mobile devices such as tablets or smartphones. The company has been working on the platform for four years. Today Braintribe counts well-known companies within Austria and abroad among its customers. For Kapsch BusinessCom, for example, Braintribe has ported legacy and back-end applications to mobile devices that support health care professionals in the healthcare sector. Tribefire also helps Kapsch BusinessCom to offer new Cloud-based business models. "With the Tribefire platform, we have given our customers the opportunity to transform their complex IT landscapes," explains Kapsch BusinessCom CEO Jochen Borenich.

### 5.2 ecosio GmbH

The EDI (electronic data exchange) complete supplier ecosio optimizes the business processes of companies through flexible EDI solutions. Their focus is on the dynamic data exchange within the supply chain and on the data-related connection of business partners. Ecosio also actively participates in the development of e-business standards of the future as part of national and international standardization projects.

Numerous producers of ERP solutions, such as BMD from Upper Austria, have integrated ERPEL (ERP Exchange Language), the solution for networking ecosio's FIBU/ERP systems. This ensures a direct connection to the ecosio.MessagingHub. In processes in which the customer previously printed and sent an invoice, the ERP system sends out, for example, the electronic invoice is now sent automatically in the background. Receiving a message is just as easy - new messages are automatically retrieved from the ecosio.MessagingHub. The ecosio.MessagingHub assumes the necessary conversions and delivery via the desired communication protocol. ERPEL companies are now 100% EDI- fit.

### 5.3 Emasos Enterprise Systems Vertriebs GmbH

Emasos is a Viennese software producer for business software with an emphasis on ERP.<sup>12</sup> Customers can integrate all company functions with Emasos IQ, thereby avoiding the change between different interfaces and the time-consuming search for information.

The goal was to develop a product that includes not only ERP but also CRM, an integrated document management system, a business intelligence tool, time recording, an integrated e-mail client, a scheduler, office tools, workflow management, accounting, financial accounting, order processing, merchandise management, production and even a newsletter tool with a word editor.

Emasos runs on a variety of mobile devices and is used by 95 percent of all Emasos customers as rental software from the Cloud. If necessary, the software can also be hosted in-house. In addition to its headquarters in Vienna, the company also operates locations in Wels and Munich.

The IT service provider Osiatis is one of the customers of Emasos and has decided in favour of the Cloud software Emasos IQ in its choice of a new ERP system. All technicians have since then been equipped with Android tablets that are directly connected to the ERP system. Centralized operations are distributed automatically to the employees' tablets, and the work is recorded on the tablet on the spot and is immediately available again in the ERP system. The signature of the customers also takes place directly on the tablets. The time-to-repair was reduced by a third, and the utilization of human

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<sup>11</sup> [www.braintribe.com](http://www.braintribe.com)

<sup>12</sup> [www.emasos.com](http://www.emasos.com)



resources has improved significantly. "Emasos IQ is a very modern product, is extremely user-friendly and runs very well on tablets and touch-screen devices," explains Osiatis CEO Robert Musil.

#### **5.4 JET ERP Betriebsgesellschaft m.b.H.**

The Jet ERP operating company is also known under its former name Data Systems Austria and has been established since 1946, and from 1971 to 1991 it belonged to the Philips Group.<sup>13</sup> Today, the company is part of Solitea Holding, which is mainly active in the Czech and Slovakian IT market and serves around 500 customers in the German-speaking countries.

Jet ERP is primarily active in industries such as industrial production and trade, and offers solutions in the fields of financial accounting and ERP systems. One of the supporting products is Jet Orbit ERP, a solution that is used in industrial and production companies in the areas of project preparation and part and serial production. Customers include KTM, Paylife, Vamed and excecet.

Paylife, for example, was searching for an ERP solution that can be integrated holistically into all business processes but is also compatible with other IT solutions. "The JET ERP suite is not only a fully integrated solution from a single source, but also open and flexible for the integration of third-party software solutions. The entire ERP application is very user-friendly and supports the user in an optimal manner, explains Karin Kny, Group Leader Voices & Invoicing at PayLife Bank.

#### **5.5 KINAMU Business Solutions GmbH**

KINAMU, headquartered in Vienna 23 provides ERP and CRM solutions for medium-sized companies in various industries – and it does so based on SAP ERP and SugarCRM, an open source product.<sup>14</sup> Since its founding in 2007, the company has handled over 200 projects worldwide.

KINAMU realized an ERP project for Klimesch Rosen Handels GmbH. The Viennese family-owned company has an office in Quito, Ecuador with two employees, who are responsible for the purchasing and logistics of flowers from South America. With the introduction of an ERP system by KINAMU, a uniform solution could be created for all processes at home and abroad and standard procedures could be automated. The solution is characterized by high transparency: from the import of roses from different foreign farms in different packaging sizes, through processing in Austria in various units, to sales and controlling. Since Klimesch is currently, growing, new processes are constantly being adapted and existing processes adjusted. "Software should never be static, but constantly improve and grow flexibly with the requirements of the company and the market," says KINAMU Managing Director Reinhard Roithner.

#### **5.6 LieberLieber Software GmbH**

An example of a Viennese company is LieberLieber, which puts software development itself at the center of its business model. As a partner of Sparx Systems, the company creates solutions for the optimized use of the Enterprise Architect UML modeling platform. The model-based approach pursued here, using the graphical language UML, is to replace code-centric software development.

An important group of customers for LieberLieber is the automotive sector. Today the development of vehicles is already dominated by software, and this trend will continue to intensify in the future. In order to facilitate the handling of increasingly complex automotive electronics, leading automotive companies founded AUTOSAR (AUTomotive Open System ARCHitecture) in 2003. In the meantime, it has succeeded in establishing an open industry standard for software architecture in motor vehicles.

Being a specialist in the development of so-called embedded software, LieberLieber was a logical step to join AUTOSAR as an associated partner.

<sup>13</sup> <http://www.datasystems.at/>

<sup>14</sup> [www.kinamu.com/de](http://www.kinamu.com/de)

## **5.7 Logic4BIZ Informationstechnologie GmbH**

The products of Logic4BIZ, located in the 9th district of Vienna, support customers in the implementation and operation of optimal and certifiable management systems for processes, documents, measures, law & legal compliance, workflows and controlling.<sup>15</sup> The core product enabler4BIZ, a management suite, has been in development since 2002 to cover all requirements in the areas of quality, knowledge, compliance and workflow management. One module of this suite is enabler4BIZ ERP. Core elements of the system, which is particularly focused on service providers, are contacts, actions, projects, services, billing and dunning, as well as controlling.

The KOMPETENZ Sozial-Ökonomischer-Betrieb GmbH is one of the numerous customers of Logic4BIZ. "The company created 100 percent of our customer database according to our ideas and needs," says Hermine Mittendrein, Managing Director of the Vocational and Social Competence Center East and South Styria. "The central management system optimally helps us to meet the high and complex quality standards in the social sector of the state of Styria." The integrated solution makes our complex administration and training documentation easier and more secure."

## **5.8 Scable Business Solutions GmbH**

Scable is building new digital business models, products and programs for companies whose industry is in a state of upheaval. Innovation and time pressure demand "now-to-market" thinking. Companies often lack the right tools to build the game-changers they need. For this purpose, Scable provides a tech stack and a rapid prototyping method. The result: an initial application in days and a fully functional application in less than six months. Scable was founded in 2012 and has offices in Vienna and Berlin. Customers include companies such as Hoerbiger, LexisNexis and ÖBB.

## **5.9 Specific Group Austria GmbH**

The Specific Group, based in the 9th district and with locations in the USA, Germany, Slovakia and Belarus, offers the development of individual software, strategic skill management and the creation of products and services with a focus on the financial services sector.

For the banking group UniCredit Bank AG, Specific-Group has developed a flexible platform which considerably simplifies payment transactions for companies. The solution includes integration with the e-banking channels of UniCredit Group banks, integration with more than 50 back-end systems, support for bidirectional message exchange between customer and bank for CreditTransfer, DirectDebit, feedback and statements, as well as support including full support for SEPA-compliant notifications and country-specific standards.

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<sup>15</sup> <http://logic4biz.com>

## 6 Services Offered by the Vienna Business Agency



The objective of the Vienna Business Agency is the continuous development of international competitiveness by supporting the Vienna-based companies and its innovative strength, as well as a sustainable modernization of the business location. To achieve this, the Vienna Business Agency provides free consultations to all entrepreneurs in Vienna on the topics of business creation, business location or expansion, business support and financing. Furthermore, networking contacts in the Viennese economy are also made available.

The Vienna Business Agency supports and helps businesses complete their research and development projects with both individual consulting and monetary funding. Depending on requirements, they will receive information about sponsorships, financing opportunities, possible development partners, research service providers, or research infrastructure, according to their needs.

The Vienna Business Agency sees itself as a network of the Viennese ICT industry and supports businesses with consultations, as well with distribution and networking among themselves. Events and workshops on topics from the field of ICT are held regularly.

Additionally, the Vienna Business Agency helps company relocations or internationalization services. Help is provided to business founders and young entrepreneurs in the start-up area. Free workshops and training sessions on topics of everyday business are offered as well as small, affordable office spaces.

## 7 Businesses from Vienna

With the alphabetical listing<sup>16</sup> on the following pages, we provide you with an overview of selected businesses from Vienna offering research services in the field of Enterprise Software.

An overview of Vienna technology businesses is also provided by the Vienna Business Agency's Technology Platform. At [technologieplattform.wirtschaftsagentur.at](http://technologieplattform.wirtschaftsagentur.at), Vienna businesses and institutions can present their innovative products, services and prototypes as well as their research expertise and find development partners and pilot customers.



<sup>16</sup> This list provides no claims to completeness

Companies							
Company	Since	Staff	Description	References	Contact	Website	Email
<b>Automic Software</b>	1985	401	Automic is a leader in the area of business automation. Automic supports companies through the automation of their IT landscape to generate competitive advantages – from applications used in internal computer centers to cloud services; from Big Data solutions to the Internet of Things.	Automic Software has over 2,000 customers worldwide in the area of business clients, among them companies such as eBay, OMV, Toyota, Shell, Porsche and Palmers.	Automic Software GmbH Am Europlatz 5/Gebäude C A-1120 Wien Tel +43 (0)5 7080-0  Contact: Sabrina Bäcker	www.automic.com	office@automic.com
<b>Braintribe</b>	2001	45	In addition to its primary location in Vienna, this company has branch locations in Sao Paulo, Zurich and Berlin. Tribe fire is the Smart Enterprise Information platform from Braintribe. It is a data-as-a-service (DaaS) platform which, as an ECM system, links data from a variety of sources on the one hand, and enables information modeling from the business side – that is not only by the IT department – on the other. That is, it delivers a development environment with which apps can be developed that are able to evaluate the data accordingly.	Tribe fire is used by Samsung, Statoil and Kapsch, among others.	Braintribe IT-Technologies GmbH Kandlgasse 19-21 A-1070 Wien T +43 1 5440036  Contact : Stefan Ebner	www.braintribe.com	office@braintribe.com
<b>CA Software Österreich</b>	1981	36	This company is among the largest global software concerns and markets management software for networks, storage and security, as well as project and portfolio management.	CA Software's customers include over half of the Global Fortune 500, the 20 most significant global banks and the 25 largest national authorities.	CA Software Österreich GmbH Wienerbergstraße 41 A-1120 Wien Tel +43 1 91779-0 Contact : Mag. (FH) Mario Reismüller	www.ca.com	vienna@ca.com
<b>DATEV.at GmbH</b>	2001	25	DATEV specializes in the development, sale and implementation of software for (digital) accounting processes in companies, in particular for tax advisers, public auditors and attorneys, and is the "DIGIMATISIERUNG" ("digitization") expert.	DATEV Austria has approximately 1,200 customers after over 15 years of domestic market presence. Europe-wide, around 40,000 tax advisers, public auditors and attorneys, as well as many hundreds of thousands of mid-sized companies, are customers of DATEV. For example, tax advisers process over 11 million payroll accounts monthly through DATEV. Over 425 million digital files yearly are processed electronically in accounting through DATEV.	DATEV.at GmbH, Strohgassee 14C 1030 Wien, Tel +43 1 5036061-0,  Contact: Dipl.-Inform. (FH) Christian Weinzierl und Andrea Horvath, MBA	www.datev.at www.datevsteuerberater.at www.datev.com	info@datev.at
<b>ecosio</b>	2013	17	ecosio is a spin-off of the Technical University of Vienna. The company is an EDI complete provider and implements solutions for the exchange of electronic documents between companies. They provide automated solutions for acquisition and distribution. In addition, ecosio is actively involved in national and international standardization projects for the development of e-business standards.	Clients include Orion, AGROS, Dreh und Trink, HBM and one green elephant.	ecosio GmbH Wiedner Hauptstraße 52 A-1040 Wien T +43 1 9962106-0  Contact : Christian Grabenschweiger	www.ecosio.com	contact@ecosio.com



Company	Since	Staff	Description	References	Contact	Website	Email
<b>eyepin Österreich</b>	1993	15	eyepin offers web-based email marketing software with which companies can create professional emails online and send these to customers in a targeted manner. Success can be evaluated using comprehensive statistics. With the eyepin newsletter software, companies receive a marketing tool which, in addition to email marketing, can process relevant dialog marketing themes: Online event notifications, online surveys, online competitions, forms and Facebook interfaces.	Its customers include large internationally active companies, small and medium-sized companies, agencies, online start-ups and social organizations, among them OMV, Heineken, Libro, DHL, A1, T-Mobile, APA, Puls 4, ORF Vienna, Caritas, Lions Club, VKI and bfi.	eyepin GmbH Billrothstraße 52 A-1190 Wien Tel +43 1 9617777-0  Contact: Mag. (FH) Matthias Funk	www.eyepin.com	office@eyepin.com
<b>HAKOM</b>	2012	15	This company develops software for the liberalized energy industry and supports its customers in their original business processes with time series management systems, schedule management, measurement data management, forecasting systems, portfolio management, risk management and in the area of standard load profiles.	Austrian Power Grid, Bayerngas Energy Trading GmbH, COAL ENERGY AUSTRIA, EVN, Fernwärme Wien, ÖBB Power Plants, OMV Solutions GmbH, Stadtbetriebe Steyr, Steirische Gas-Wärme, TIWAG, Wien Energie, WINGAS, and many more.	HAKOM Solutions GmbH Lemböckgasse 61/Stiege 2/6.OG A-1230 Wien Tel +43 1 815 79 80-112  Contact: Gudrun Lux	www.hakom.at	office@hakom.at
<b>IKARUS Software</b>	1986	50	IKARUS Software is active in the area of security and specializes in developing antivirus programs and data security solutions.	IKARUS Software's security solutions are in use by countless domestic small and medium-sized companies and large enterprises, among them A1, ACP, gorenje, Kapsch, FFG, bfi and the medical councils.	IKARUS Security Software GmbH, Blechturmstraße 11 1050 Wien, Tel +43 1 58995-0,  Contact : Josef Pichlmayr	www.IKARUS.at	office@ikarus.at
<b>Jet ERP</b>	1946	30	JET ERP Betriebsgesellschaft mbH has been directing the ERP and document management activities of Data Systems Austria since October 2010 and serves around 550 ERP customers in the German-speaking realm. The company has since then come to be owned 100% by Solitea AG.	Jet ERP serves around 550 ERP customers in the German-speaking realm, including excecet, ABC, PayLife, Vamed and KTM.	JET ERP Betriebsgesellschaft mbH Liesinger-Flurgasse 2c 1234 Wien Tel +43 160504-0  Contact: Michal Rybovic	www.datasystems.at	info@datasystems.at
<b>KINAMU</b>	2007	8	As a full service provider, KINAMU delivers, among other things, ERP and CRM solutions for mid-sized companies in a range of sectors – and it does so based on SAP ERP and SugarCRM, an open source product.	Atlantik Elektronik, Klimesch Rosen, Landshut Silicon Foundry, Petrzalek, Power of Sound, Rosendahl, Schantl, Scholand & Beiling, Secureway and Standlbauer	KINAMU Business Solutions GmbH Talpagasse 1A A-1230 Wien Tel +43 1 306 20-0  Contact: Roithner Reinhard	www.kinamu.com	office@kinamu.com
<b>Lerox Datenverarbeitung</b>	1999	20	With its solutions, Lerox helps with the simplification of work processes and develops functional solutions to that end. In this, Lerox is available as an adviser, a project leader, or even a project assistant. Its portfolio includes internal product developments and selected trade goods.	Customers of Lerox include, among others, the GMS Gourmet, EGP Austria, Brauere Fohrenburg and Eurofoam corporations.	Lerox Datenverarbeitung GmbH Thurngasse 10 A-1090 Wien T +43 1 40 156-580  Contact: Markus Lehmann	www.lerox.at	markus.lehmann@lerox.at

Company	Since	Staff	Description	References	Contact	Website	Email
<b>LieberLieber</b>	2007	17	LieberLieber Software was founded in 1996 as specialized software engineering company using model engineering. Within the framework of model-based development, additional products for Enterprise Architect (Sparx Systems) as well as adaptations for the most varied sectors of industry and applications are the focus. Together with expert partners, reliable solutions are created based on the most modern technologies such as UML/SysML, model simulation, DSL, and MDE for software systems (including embedded systems). LieberLieber Software is headquartered in Vienna with partnerships around the globe.	Customers include Daimler, the Airbus Group, Siemens, Bombardier, swisscom, Deutsche Post and Casinos Austria.	LieberLieber Software GmbH Handelskai 340 / Top 5 A-1020 Wien T +43 662 906002017  Contact: Daniel Siegl & Martin Muhr	www.lieberlieber.com	sales@lieberlieber.com
<b>LINBIT</b>	2001	12	LINBIT offers diverse IT solutions, especially high-availability solutions and Linux systems. Its portfolio includes, among others, DRBD and Pacemaker.	Wowtel, Salinen Austria, Portland State University, Secure Payment Systems, Porsche Informatik, Midland911, Max Planck Institute and Knapp	LINBIT Information Technologies GmbH Vivenotgasse 48 A-1120 Wien Tel +43 1 8178292  Contact: DI Philipp Reisner	www.linbit.com	office@linbit.com
<b>Logic4BIZ</b>	2002	3	Logic4BIZ Informationstechnologie GmbH is a producer of web-based business management systems. The enabler4BIZ and rms4BIZ products from Logic4BIZ support the implementation and operation of certifiable management systems for processes, documents, actions, law & legal compliance, workflows and controlling.	References include: Aluminum Lend GmbH and E.G.O. Austria Elektrogeraete GmbH.	Logic4BIZ Informationstechnologie GmbH Währinger Straße 61/2.05 A-1090 Wien T 43 1 8771881  Contact : Mag.(FH) Peter Fasol	http://logic4biz.com/	office@logic4biz.com
<b>METASYST</b>	1990	21-50	Its services range from development and delivery of warehouse management solutions including material flow controls and stacker control systems (LVS, MFR, SLS)	Bergmann, Boehringer Ingelheim, Brau Union, Bombardier, Dinkelacker Schwaben Bräu, Egger, Kärcher, Kotanyi, Libro, LZS, Magnifin, Merkur, Pagro, Pfennigpfeiffer, Prefa, Radlberger, RWA, RVS, Schachermayer, Schrack, Wiberg, Windhager, Wolf Plastics, and many others.	METASYST Informatik Gesellschaft m.b.H. Thaliastraße 85 A-1160 Wien Tel +43 1 9119377-0  Contact: Mag. Karl Kaufmann, MBA	www.metasyst.at	info@metasyst.at
<b>MICROSOFT Österreich</b>	1991	340	Microsoft is one of the leading developers of standard software, services and solutions worldwide and is subdivided into multiple business groups. Microsoft Azure is a growing collection of integrated cloud services for analyses, computing, databases, mobile devices, networks, storage and the internet, with which you can become even more flexible, achieve more and save money at the same time. Azure opens up a multitude of possibilities	Some of their cloud services references include ekugellager.de, KIENZLE Automotive, realzeit, Toyota, Lufthansa and AGIL Software GmbH.	Microsoft Österreich Am Euro Platz 3 A-1120 Wien T: 0 8000 123345  Contact : Dorothee Ritz	www.microsoft.com/de-at	austria@microsoft.com
<b>Microstrategy</b>	1989	10	MicroStrategy offers solutions for business intelligence, report generators and online analytical processing. The company has a presence in 128 cities in 83 countries.	Microstrategy has many major clients in Austria, among them AT&S, Donau Versicherung, pfeiffer Handelsgruppe, EVN, helvetia, Porsche Bank, Österreichische Lotterien and eni	Microstrategy GmbH, Twin Tower Wienerbergstraße 11, Tel +43 1 24027365,  Contact: Herwig Wandaller	www.microstrategy.at	info-at@microstrategy.com

Company	Since	Staff	Description	References	Contact	Website	Email
<b>mquadr.at</b>	2001	45	mquadr.at is the leading European tech company for digital self-care & customer experience solutions in the telecommunication industry. The core competencies are user-friendly self-service tools for automating customer support processes and consulting in the introduction of e-care measures. The software is developed entirely in-house at the Vienna headquarters.	mquadr.at counts leading international Telecommunications service providers such as Swisscom, KPN, Deutsche Telekom and A1 Telekom Austria among its clientele.	mquadr.at software engineering und consulting GmbH Albertgasse 35/Top 15 A-1080 Wien Tel +43 1 505 40 50  Contact: Markus Pöhl	www.mquadr.at	office@mquadr.at
<b>OMNINET Austria GmbH</b>	2005	6	OMNINET develops and markets the OMNITRACKER business process platform. The OMNITRACKER applications build on the modular business process platform, which fully form typical business processes. You assemble your OMNITRACKER system from the complete modules and can expand it at any time using additional modules. Because of its flexible licensing model, scalability and standard interfaces, the application is suitable for use in mid-sized and large companies.	Over 600 customers worldwide rely on the OMNITRACKER universal business process platform, among them companies such as STRABAG, Daimler, SIEMENS, tesa, Deutsche Bahn, EnBW, ORF, ÖAMTC, HRS, Brita and Skoda.	OMNINET Austria GmbH Fischhof 3 A- 1010 Wien Tel +43 2 890 3900  Contact: Joachim Lenzer	www.omninet.at	sales@omninet.at
<b>Open Text Software Austria</b>	2000	34	OpenText is a supplier of enterprise software in the area of Enterprise Information Management (EIM). IXOS solutions enable administration of all eBusiness documents and their integration in electronic business processes.	For two decades already, OpenText has supported companies in managing business content efficiently and fully exploiting its use potential. More than 100 million users in 114 countries are already profiting from solutions from this EIM supplier.	Open Text Software Austria GmbH Wagramer Straße 19, A-1220 Wien Tel +43 1 2632682-0  Contact: Mag. Andrea Bohnert	www.opentext.com	austria- office@opentext.com
<b>openForce Information Technology</b>	2002	25	The openForce software consulting and project house offers tailored solutions for the Java and Scala platforms with modern and easy-to-use interfaces for cloud and mobile applications.	As an expert in the digitalization of business processes, openForce counts numerous mid-sized companies and concerns among its customers.	openForce Information Technology GesmbH Franzensbrückenstr. 5/5 A- 1020 Wien Tel +43 1 319 17 75  Contact: Otto Meinhart	www.openforce.com	office@openforce.com
<b>Oracle Austria</b>	1985	334	This company specializes in the development and production of complete solutions in the B2B area and utilization of development software specially developed for this. The product range includes, among others, Oracle databases, business intelligence technology products and e-business suites. Added to this are consulting and cloud services.	The company has over 370,000 customers (among them 100 of the Fortune 100) of different sizes and from different sectors in more than 145 countries all around the world.	Oracle Austria GmbH IZD Tower, Wagramer Straße 19 A-1220 Wien Tel +43 1 33777-0  Contact: Franziska Praschak	www.oracle.at	information_at@oracle.com
<b>P&amp;I Personal &amp; Informatik</b>	1968	35	P&I Austria offers a HR system that improves the complex processes of modern human resource management. P&I is positioned today as an HR cloud company with easily accessible HR software.	This German company is represented at 15 locations. Its customers include Hagleitner, AWO Auerbach, Isovolta, DKFZ and the Funk insurance group	P & I Personal & Informatik GmbH, Donau-City-Straße 11, 1220 Wien, Tel +43 1 26039  Contact: Manfred Nagl	www.pi-ag.com	info.at@pi-ag.com

Company	Since	Staff	Description	References	Contact	Website	Email
<b>PLOT EDV (ein Unternehmen der CPB Gruppe)</b>	1984	55	PLOT EDV offers individual software development for large service providers, especially in the banking and public administration sectors.	PLOT counts numerous large companies and public authorities among its customers, including Bank Austria, Renault Bank, Western Union, the Federal Ministry of Finances/Federal Computing Center, Energie Control Austria, and the State of Styria.	PL.O.T. EDV-Planungs- und Handelsgesellschaft mbH (CPB Software AG), Franz Josefs Kai 33, 1010 Wien, Tel +43 1 5330807,  Contact: DI Reto Pazderka	www.cpb-software.com	reto.pazderka@cpb-software.com
<b>pmOne</b>	2005	55	It is the objective of pmOne to develop and market software and to provide IT services.	pmOne supports the digitalization strategies of over 500 customers, and in Austria counts several banks, such as BAWAG PSK, among them.	pmOne GmbH, Maria-Jacobi-Gasse 1, 1030 Wien, Tel +43 1 89028520  Contact: Wolfgang Fahrnberger	www.pmOne.at	kontakt@pmOne.at
<b>prevero Österreich</b>	2001	24	prevero offers Business Intelligence (BI) as well as Corporate Performance Management (CPM) solutions for the areas of analysis, reporting, controlling and corporate planning. With its portfolio, this producer supports the sustainable improvement of decision and control processes in companies of all sizes and sectors.	The customers of the software vendor prevero include, among others, AIT Austrian Institute of Technology GmbH, Audi, BMW, Edeka, Endemol, Fresenius Medical Care, Mercedes, SwissLife and Swisscom.	prevero AG Seidengasse 9-11 A-1070 Wien Tel +43 1 522 34 66-0  Contact: Alexander Hein	www.prevero.com	info@prevero.com
<b>Qualiant</b>	2002	21	The specialized software solutions for job management, resource management, time sheets, media purchase and cost accounting operate according to the highest international quality standards. They simplify the work routines in the communication sector.	JWT, synergetic, dreamstudios, GREYShopper, FCB, wunderman, Schinlder Parent, Redworks, UNIQUE, MARKENREISE, vivaki, maxus, Raymond, and many more.	Qualiant Software GmbH Schottenfeldgasse 59 A-1070 Wien +43 1 5036644  Contact: Ulrich Schwarz	www.qualiant.at	office@qualiant.at
<b>RIB SAA Software</b>	1997	35	SAA Software specializes in software development in the areas of production automation and control and guidance systems. Its portfolio includes the core areas of guidance systems, warehouse and logistic solutions, mechanical control solutions, as well as consulting and engineering.	SAA Software has customers all around the world. Its European customers include, for example, Oberndorfer, innbau, Max Bögl, fdu, Drössler, leier and Bürkle	RIB SAA Software Engineering GmbH , Gudrunstraße 184/4 1100 Wien, Tel +43 1 6414247-0,  Contact: Robert Neubauer	www.saa.at	office@saa.at
<b>rubicon IT</b>	2001	105	rubicon IT is concerned with consulting strategies and services in the IT sector with an emphasis on software development.	rubicon's customers are mostly large companies or public administration organizations, among them companies such as Zürich Versicherung, REWE Group, Österreichische Post, Wiener Linien and Asfinag.	rubicon IT GmbH, Werdertorgasse 14 1010 Wien, Tel +43 1 5332555-0,  Contact: Thomas Kuhta	www.rubicon.eu	office@rubicon.eu
<b>Sage</b>	1987	73	Its extensive portfolio includes solutions for the areas of inventory management and production, financial accounting, business analysis, HR software and customer management through to specialized and sector solutions. Examples include CRM, ERP and HR software.	Customers are primarily mid-sized companies in Austria and abroad in more than 100 countries.	Sage GmbH Stella-Klein-Löw-Weg 15 A-1020 Wien Tel +43 1 27704-0  Contact: Benigna Prochaska	www.sage.at	info@sage.at

Company	Since	Staff	Description	References	Contact	Website	Email
<b>SAP Österreich</b>	1986	380	SAP is the highest turnover vendor of software and software services worldwide in the area of enterprise applications. Its activities are focused on the development of software for carrying out corporate business processes of all kinds, such as accounting, controlling, sales, purchases, production, warehousing and human resource management.	The SAP Group serves around 300,000 business customers in 190 countries.	SAP Österreich GmbH Lassallestraße 7b A-1021 Wien Tel +43 1 288 22-0  Contact: Elisabeth Wursche	www.sap.at	info.austria@sap.com
<b>SAS Österreich</b>	1994	41	With over 3 billion US dollars in sales, SAS is one of the largest software producers in the world. SAS Big Data Analytics solutions help companies at more than 80,000 locations worldwide to obtain concrete information for strategic decisions from ever growing data quantities and thus to enhance their performance capability.	SAS has numerous customers in, among others, the fields of analytics, BI and data management. These include, among others, Allianz, Lufthansa, Wüstenrot, Nestle and Commerzbank.	SAS Institute Software GmbH Mariahilfer Straße 116 A-1070 Wien Tel +43 1 252 42-0  Contact: Brigitte Naylor-Aumayer	www.sas.at	office@aut.sas.com
<b>Sclable</b>	2012	20	Sclable builds modern electronic business models, products and programs for companies whose sectors are in the midst of a massive upheaval. Innovation and time pressure require a "now-to-market" kind of thinking. The companies are however lacking the right tools needed to build "game-changers". For this reason, Sclable provides a tech stack and a "rapid-prototyping" methodology. The result: an application ready for initial deployment in days and a fully functioning application in under six months. The advantages for our customers: fail fast, learn fast and dynamics. This results in a "culture of doing" necessary for every company: immediately graspable results + resource-saving implementation = enterprise success.	Our customers include large concerns such as Hoerbiger, mid-sized companies such as LexisNexis, and now our newest customer also, ÖBB.	Sclable Business Solutions GMBH Spengergasse 37-39 A-1050 Wien Tel +43 664 88 23 3165  Contact: Todd Cesaratto	www.sclable.com	todd.cesaratto@sclable.com
<b>SER Solutions Österreich</b>	2000	50	SER has been setting benchmarks in the development of Enterprise Content Management (ECM) software for 30 years. With its Doxis4 IECM suite, SER makes document management and document-intensive business processes simpler, more efficient and more effective.	SER Austria has been able to win around 120 customers to date (3 Banken Group, AGES, ASFiNAG, ENI Austria, gespag and KAGES, among others) and implement around 300 ECM projects.	SER Solutions Österreich GmbH Floridsdorfer Hauptstraße 1 A-1210 Wien Tel. +43 1 5039555  Contact: Mag. (FH) Bianca Pongracz	www.ser.at	office@ser.at
<b>Snap Consulting</b>	2000	55	SNAP Consulting offers services in the areas of IT consulting, technology and healthcare product development, and simultaneously has been an SAP implementation partner for many years. The company drafts customer-specific process and technology strategies for realizing tailored IT solutions - optionally as a standard SAP solution, as a supplemental SAP solution or as a part of high-value individual software developments.	SNAP Consulting has realized numerous projects at the largest German university clinics, healthcare institutions, the City of Vienna and in reputable industrial enterprises, among others. Other customers include, among others, Würth Austria, KABEG Kärnten, AT&S and T-Mobile.	SNAP Consulting Systemnahe Anwendungsprogrammierung und Beratung GmbH Kölblgasse 8-10/2.OG A- 1030 Wien Tel +43 1 617 57 84-0  Contact: Christian Knell	www.snapconsult.com	office@snapconsult.at



Company	Since	Staff	Description	References	Contact	Website	Email
<b>Software GmbH Österreich</b>	1985	54	Software AG in Austria was established as a 100% subsidiary of Software AG. It operates under the name Software GmbH Österreich (Austria), a vendor of system software for company-wide deployment in the areas of electronic business, enterprise application integration and online transaction processing.	Its customers include a plethora of reputable large companies from the banking, insurance, public, trade and industrial sectors, such as etwa ÖBB, Unika and WienIT.	Software GmbH Österreich Guglgasse 7-9 A-1030 Wien Tel +43 1 32950-0  Contact: Gerald Friedberger	www.softwareag.at	webinfo@softwareag.com
<b>Specific Group</b>	1998	200	Specific-Group Austria GmbH is a development partner for customer-specific software solutions. Located in Austria, Germany, the USA, Slovakia and Belarus, in addition to banks and insurance companies in Austria and abroad, we equally support companies in the areas of service provision, production and trade. Specific-Group is also active as an incubator for start-up companies.	Our references include as an example: Raiffeisen Bank International, Sberbank, UniCredit Bank, Erste Bank, BAWAG, WBV-GPA, CWS, IGV, FairPlane, NeoTel, Wiener KammerOrchester, Akademikerhilfe, et al.	Specific Group Austria GmbH Porzellangasse 35 A-1090 Wien	www.specific-group.at	sales@specific-group.at
<b>SynerGIS</b>	1973	130	SynerGIS is engaged in software trade, primarily in visualization systems, database systems, geographic information systems, customer care systems and help desk systems.	Together with partners, SynerGIS supports customers throughout the German-speaking realm, other European countries, America and the Arabic-speaking realm as a representative of leading system manufacturers, application developers and implementation partners for GIS and infrastructure management projects.	SynerGIS Informations- systeme GmbH, Euro Plaza Gebäude E Technolog 10 1120 Wien, Tel +43 1 87806-0,  Contact: Peter Remesch	www.mysynergis.com	vertrieb@mysynergis.com
<b>TeleTrader Software</b>	1995	70	Teletrader software specializes in the development and marketing of software for the areas of financial software applications, web and mobile applications, back office applications and content providing.	Teletrader counts a large portion of the Austrian banking groups among its customers. Among others, these include the Raiffeisen banks, Direktanlage.at and the Volksbanks.	TeleTrader Software GmbH, Marc-Aurel-Straße 10-12 1010 Wien, Tel +43 1 5331656-0,  Contact: Wolfgang Matzner	http://products.teletrader.com	office@teletrader.com
<b>Tricentis</b>	2001	125	Tricentis offers around 2,000 companies worldwide enterprise software testing solutions. Using these test solutions, companies can achieve accelerated business innovation with the help of agile development methods. The Tricentis solution includes model-based test design and planning methods, supplying of test data, automated and cross-application end-to-end tests for modern applications (web, mobile, .Net, Java) as well as multiple legacy systems.	Among the more than 400 customers of Tricentis are global brands such as AMEX, Allianz, BMW, ING, Deutsche Bank, HBO, Orange, UBS and Vodafone. Tricentis has locations in Austria, Germany, the United States, Switzerland, the United Kingdom, the Netherlands and Australia.	Tricentis GmbH Leonard-Bernstein-Straße 10 A-1220 Wien Tel +43 1 263 24 09-0  Contact: Wolfgang Platz	www.tricentis.com	office@tricentis.com
<b>Vector Software</b>	1980	45	Vector Software specializes in providing services in the IT sector as well as developing and producing software for the automotive industry and the hardware trade.	Vector Software has software it has developed itself for automotive sales, and in addition has customers in the pharmaceutical, financial services and telecom industries.	Vector Software Datenverarbeitung Gesellschaft m.b.H., Ernst-Melchior-Gasse 20 1020 Wien, Tel +43 1 2165040-0,  Contact: Daniel Reischer	www.vector.at	office@vector.at

## 8 Imprint

Vienna Business Agency. A service offered by the City of Vienna.

A-1070 Vienna, Austria, Mariahilfer Straße 20

[viennabusinessagency.at](http://viennabusinessagency.at)

CONTACT: MMag. Georg Sedlbauer, MA & Christoph Raith BA, Technology Services

T +43 1 4000-86733, [sedlbauer@wirtschaftsagentur.at](mailto:sedlbauer@wirtschaftsagentur.at) & T +43 1 4000-86596, [raith@wirtschaftsagentur.at](mailto:raith@wirtschaftsagentur.at)

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ICT DATA SOURCES: Statistics Austria, VÖSI, Gartner, "Impact Analyse: Software und IT-Sektor 2011," Forrester, PWC, Soft Select, KMU Research Austria, Economic Database, METIS

LAST UPDATED: January 2017

### Technology reports are available on the following topics:

- Cloud Computing
- Big Data Open Data
- Mobile Apps
- E-Health
- E-Government
- Emerging Technologies
- IT Security
- User Centered Design
- Enterprise Software
- Entertainment Computing
- Visual Computing

The digital versions can be found at <https://viennabusinessagency.at/technology/technology-location-vienna/>

At [technologieplattform.wirtschaftsagentur.at](http://technologieplattform.wirtschaftsagentur.at) Viennese can present their innovative products, services and prototypes as well as their research experience to enterprises and institutions in the technology sector and find development partners and pilot customers.

*The information and networking support offered in the key areas of information and communication technologies, energy, environment, mobility & construction, production technology, and process engineering is funded by the "Intersectoral platform for technology developers project", part of the EFRE's Investments in Growth and Employment in Austria, 2014 - 2020 programme.*

