





## International Locations

### Europe

#### gedas ČR, Mladá Boleslav

> P. Fort, A. Macenkova

#### gedas deutschland, Berlin

> J. Holz, Dr. F. Dilger, J. Schulz

#### gedas on site services, Berlin

> Dr. F. Knauer

#### gedas france, Paris

> B. Chiquet, J. Jaeger

#### gedas iberia, Barcelona

> J. Sales, C. Weidtlar

#### TAO, Barcelona

> X. Llinares, E. Bosch

#### gedas iberia, Sucursal Portuguesa

> J. Sales, C. Weidtlar

#### gedas united kingdom,

##### Milton Keynes

> R. Tracey, C. Stammen

#### Shared Service Center, Bratislava

> J. Trenn, W. Baumann, T. Sohal

### Americas and Asia

#### gedas Argentina, Buenos Aires

> A. Polo, J. von Ledebur

#### gedas do Brasil, São Paulo

> M. Uemura, A. Knaup,  
A. Schmitz-Kohlitz

#### gedas AG Japan, Branch Office, Tokyo

> M. Thiergart, S. Stein

#### gedas Mexico, Puebla

> E. Verniaut

#### gedas USA, Detroit

> E. Verniaut, M. Luedtke

#### gedas China

> Dr. W. Grottko (Region  
Asia-Pacific, Beijing),

> V. Schoepf (Shanghai)

## gedas AG

### Supervisory Board

> D. Poetsch, Volkswagen AG,  
Chairman (from 1/1/2005)

> D. Schacher, Volkswagen AG,  
Chairman (until 31/12/2004)

> K.-H. Muehleck, Volkswagen AG  
(from 1/1/2005)

> L. Sander, Volkswagen AG  
(until 31/12/2004)

> V. Antl, gedas deutschland GmbH,  
Employee representative

### Board of Management

> A. Knobe, Chief Executive Officer

> R. Fleger, Chief Financial Officer

> V. Donnermann, Chief Technology Officer



**> Globalization, increasing competitive pressure and the tight economic situation have come to the fore more clearly than ever.**

**Thus the demands on companies and their employees to adjust to new conditions have risen greatly.**

Whoever wants to offer innovative IT solutions competitively must have the best employees at their disposal and be in the position to bring these employees together across borders as functioning teams using a coherent concept.

From the very beginning, the different goals and needs of participant users, management, stakeholders and project teams must be taken into account.

Processes and technology will not ultimately determine a company's success – people will. Listening, responding to customers and together creating technological and economic value through a comprehensive consulting approach – these aspects will become more prominent in the future.

Therefore, 2005 will be a year stamped by change in which new opportunities will appear. gedas will carve out these opportunities through close collaboration and partnership with its clients and use them to the advantage of all involved.



## Dear Reader,

**A successful year with exciting projects and great challenges now lies behind us. In a still tough economic environment, we have managed to keep our sales and above all our headcount steady.**

Today gedas is a globally successful service provider for consulting, implementation and operation of extensive IT projects. With over 50 offices in 13 countries, we are an IT partner to multi-national conglomerates as well as medium-sized companies, providing consulting and IT project implementation from one source.

Personally, I am very pleased by our strong growth in our strategic markets, the automotive and discrete manufacturing industry. Market researchers already place us in the top 5 Germany-based IT service providers in the automotive sector. We can be extremely proud of this result and at the same time use it as an incentive to increase our rank.

With our more than 5,000 employees and our expertise based on over 20 years' experience, we are equipped to do just that.

During the past year we successfully implemented the changes in strategy and structure we began in 2003 in order to meet the wishes and requirements of our customers. Our goal is to help our customers reach theirs. We help them optimize their business processes and IT structures such that they are able to react quickly and effectively to changing conditions, and thus will be positioned to operate successfully in the future as well.



The foundation for these changes is our principle of "Intelligent Transformation". This is the holistic thinking and working principle of gedas employees worldwide and the basis for our projects. To us, Intelligent Transformation means: delivering integral knowledge, optimized business processes and a meaningful interface between people and technology to our customers.



Numerous major, strategic projects bear witness to the fact that we are on the correct path. The municipal authority of Palma de Mallorca charged us with the largest IT project ever contracted out by a local Spanish government. Additional exciting projects such as outsourcing for Marítima Seguros in Brazil, the SAP migration for the Volkswagen AG Original Parts Center as well as new operational services projects for Pfleiderer AG and Duerr Systems GmbH reveal our range of services.

Of course Intelligent Transformation also affects gedas as a company. Within the scope of the Volkswagen ForMotion program, designed to save the group 4 billion Euros, we are just as challenged internally as our customers. The know-how we have gained through this program is creating new opportunities and opening new markets for us.

The potential of our unified approach and the value gedas offers can be seen in the projects we have realized and with which we, together with you, our customers and partners, will master the challenges ahead of us.

Happy Reading !

Yours, Axel Knobe



**Dieter Schacher**  
Chairman of the Supervisory Board  
(until 12/31/2004)

**Hans Dieter Poetsch**  
Chairman of the Supervisory Board  
(from 1/1/2005)

## Successful Change

**> The past fiscal year was very successful for gedas.  
Intelligent Transformation has set the course for sustained future success.**

During the 2004 fiscal year, the supervisory board administered the tasks incumbent on it based upon statutory and articles of association requirements and continuously monitored the business situation, general state of affairs and the development of gedas AG.

All decisions that, due to legal or statutory provisions, required the approval of the supervisory board were addressed by the board. The supervisory and management board together set the course for increasing gedas' effectiveness.

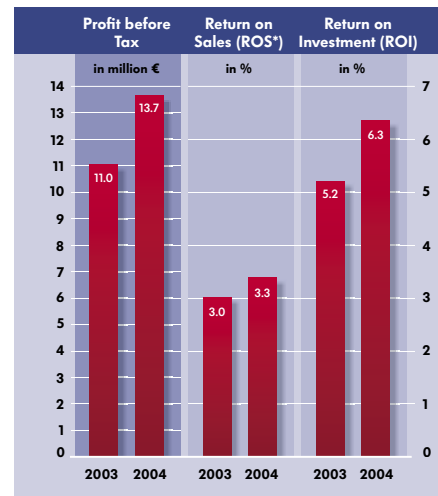
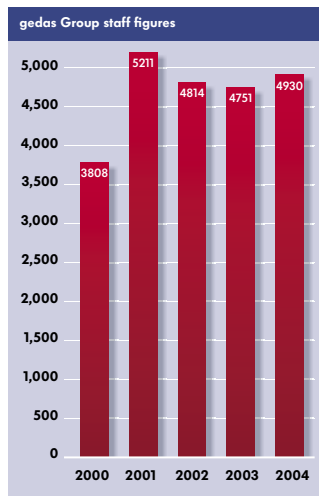
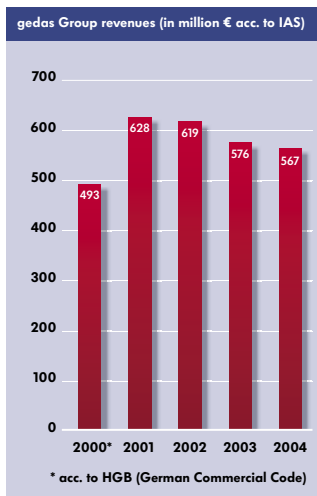
The financial statement compiled by the management board for the 2004 fiscal year was reviewed by the auditors and approved by the supervisory board.

2004 saw the end of an era in the gedas AG supervisory board. After eleven years as chairman, Dieter Schacher entered retirement. The supervisory board would like to thank Dieter Schacher for his leadership and his notable contributions to the success of gedas.

Hans Dieter Poetsch, who currently serves as a member of the board of management at Volkswagen AG, representing controlling and accounting, was appointed as the new chairman. Also new to the supervisory board is Klaus-Hardy Muehleck, CIO of the Volkswagen Group.

The supervisory board thanks all employees for their engaged commitment and achievements.

**Wolfsburg, March 2005  
The Supervisory Board**



\*ROS: operating profit/revenue in %

## Essential Figures

> The 2004 fiscal year was characterized by difficult market conditions. The Volkswagen Group, the most important customer and gedas parent company, began a performance efficiency program, known as “ForMotion”, which led to, among other things, reduced investments in IT systems. gedas was able to cushion the blow with higher revenues in the external market, but was not able to compensate for it completely.

Despite an increasingly difficult environment, the profit before tax rose to a historic high of 13.7 million €, according to IAS/IFRS. Consolidated group revenues amounted to 567 million €, according to IAS/IFRS, and thus fell only 8.8 million € below the previous year (-1.5%).

Last but not least, the decisive implementation of cost savings and process improvement activities contributed to the improved result. These activities also include gedas successful contribution to the “ForMotion” program.

### Global Positioning

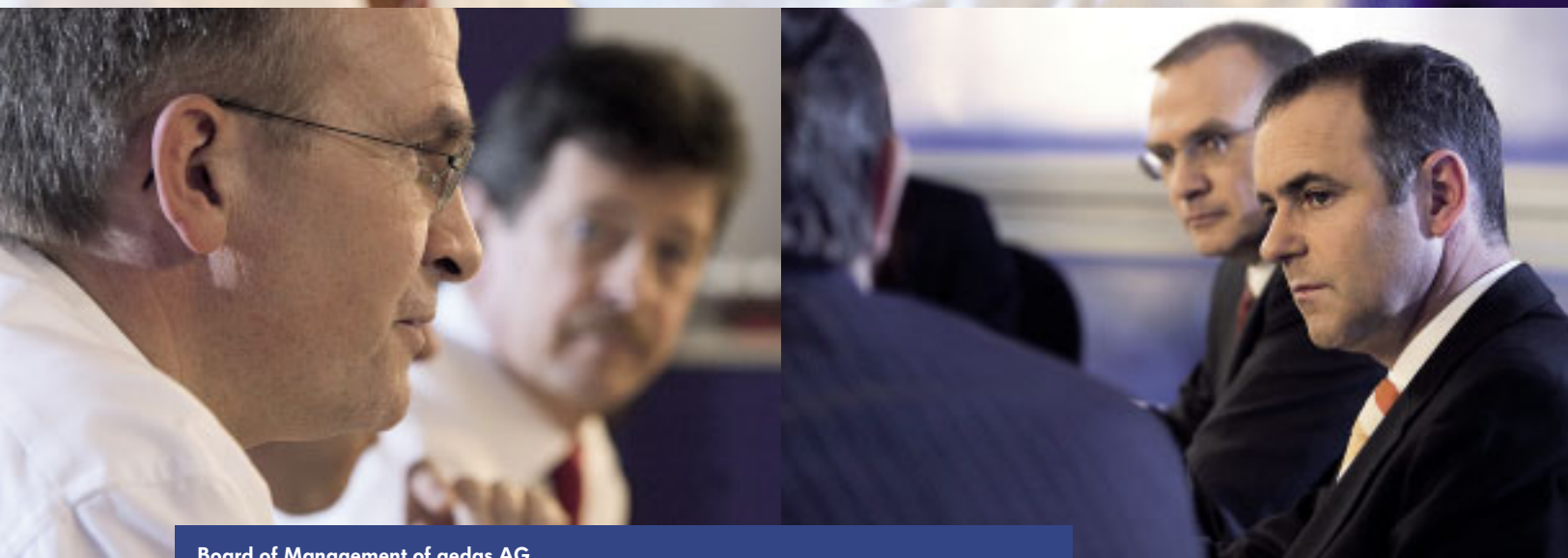
The newly opened branch in Beijing and the new office in Changchun form the cornerstone for further growth in China. Using the new “one gedas” approach, gedas can increase its realization of potential synergies for its customers and is optimally prepared for market requirements and globalization.

Due to the integration of external services as well as the consistent sourcing of cost-efficient resources within the international gedas network, the number of employees at year’s end rose slightly to 4,930.

**gedas Group company revenue and staff figures 2004**

	revenue in million € (acc. to IAS)	staff
<b>gedas AG</b>	4	121
<b>of which gedas AG japan</b>	4	37
<b>gedas in Germany</b>	166	1,313
<b>gedas in Spain</b>	141	1,042
<b>gedas USA</b>	65	293
<b>gedas united kingdom</b>	63	332
<b>gedas france</b>	63	559
<b>gedas Mexico</b>	56	624
<b>gedas do Brasil</b>	29	407
<b>gedas CR</b>	8	92
<b>gedas argentina</b>	7	70
<b>gedas Shanghai</b>	4	77
<b>total*</b>	<b>567*</b>	<b>4,930</b>

\*consolidated revenues in total



Board of Management of gedas AG

“ We are convinced that the companies of today can only experience competitive **SUCCESS** if their IT-and the **business processes** based on that IT-are a core component of a consistent **master plan.** ”

## A Profitable Transformation

**> The past fiscal year was a very successful one for gedas all over the world. The basis for this success was our renewed focus on the automotive, automotive supplier, manufacturing industry and logistics segments as well as the expansion of our consulting services. Even during the difficult economic situation, gedas was able to maintain revenues to just under the level of the previous year with a profit before tax of 13.7 million Euro.**

### Growth Through Focus

With more than 20 years experience in the automotive and supplier branches, gedas has the most comprehensive know-how in the industry at its disposal. On the one hand, current customers reward this by extending and expanding existing projects. On the other hand, more and more companies are starting to recognize that gedas is an ideal IT partner. Thus, globally 50 new customers from the supplier and manufacturing industries charged gedas with their strategic IT projects.

In order to promote international collaboration, gedas offers its High Potentials the opportunity to participate in the gJUMP development program. Selected candidates contribute to global, strategic projects as well as participate in training programs on leadership, project management and team development.

In the spirit of our “one-gedas” concept, gedas began innovation management so as to develop a culture of innovation within the company. The goal here is to develop attractive value propositions from a single vantage point. This enables gedas to develop its consulting competency further and thus reach an even higher level of appreciation from its customers.

### Global Success

In 1994, gedas became one of the first consulting companies to venture into China. Based in Shanghai, Beijing and Changchun, gedas currently carries out projects in the whole Asia-Pacific region for such companies as Balda-Everskill, BorgWarner, Hella-Behr, Moeller and Volkswagen. Due to an outstanding initial position and enormous demand, the expansion of activities in Asia, especially in China, will be one of the focal points for 2005.

ForMotion, the performance improvement program started by Volkswagen in March, also affects the IT area and thus impacts gedas projects. The short-term reduction in sales will be compensated in part by the optimization-driven, long-term shift of IT functions.

The Operational Services division underwent a global growth spurt. Among others, in Pfeleiderer and Duerr, gedas gained two important companies in the manufacturing industry as clients in Germany. The advantages of the Operational Services division became apparent in the Americas as well: from locations in the USA, Mexico, Brazil and Argentina, gedas was able to offer its customers economical outsourcing services.

As an Outsourcing-Partner, gedas provides increased efficiency and significant cost reduction through the rationalization of IT processes, infrastructure modernization and the utilization of corresponding synergies.

Strategically, gedas is positioned better than ever. The control mechanism started in 2003 with the help of the Balanced Scorecard as well as the EVA (Economic Value Added) Concept enable the optimal management of corporate goals and are thus crucial to increasing company value.



The course is now being set for the IT services of the future.

We want to and will play a leading role in this market.

Our principle of **Intelligent Transformation** enables us to strengthen and further **optimize** the business relationships we have with our customers in the sense of creating a **true partnership** that brings value to both sides.

## Time for New Thinking

> **Change is an essential component of the interplay between free market forces and as such, the market for consulting firms has been subjected to constant change. Important changes are usually first conceived, then follow as technical innovations.**

With the removal of the classic separation between consulting, system integration and operations, a new, powerful trend is emerging in the IT industry. Starting from the core business, such as design, training and system integration, global companies now also require stronger consulting and know-how transfer from their IT service providers.

### The Trend is Toward BITP

An independent study on BITP (Business Innovation/Transformation Partner) made this quite clear. A fundamental result of this study is that numerous companies in all industries demand an integrated offering and seek to use consultants with whom they can form a long-term and innovative partnership.

More than 60 percent of management surveyed is looking for a full service provider who provides consulting, implementation and the operation of IT solutions from one source.

gedas adapted this approach early on and with “intelligent transformation”, developed its own consulting concept which has already proven successful in various projects with companies such as Fennel Technologies, Moeller and Volkswagen.

### More Than Technology

The development, implementation and operation of new IT systems by themselves are not enough for the lasting achievement of company goals. Only the company who knows the corresponding processes inside and out can develop and integrate tailor-made solutions.

Since its founding over 20 years ago, gedas counsels its customers on strategic IT projects, adhering to the principles of “Intelligent Transformation”.

### Three Basic Principles

Intelligent Transformation is a holistic thinking and working principle, based on three elements, which forms the foundation for all gedas projects.

**Technological Benefits:** when implementing technology, the benefits for the customer are brought to the foreground. The question is not what is technologically possible, but rather what is technologically appropriate.

**Integral Thinking:** in every project, the following aspects are considered from a holistic perspective: what is the customer’s strategy and how should it be implemented? Where is the competition? What are the risks? How is the project embedded in the business scenario and above all, what can it contribute to the customer’s success?

**The Human Aspect:** the success of a project is always dependent on the people involved – users, management, stakeholders and project teams. Considering the different goals and requirements of everyone involved from the beginning and integrating them into the project is the third element of Intelligent Transformation.

### Optimized Business Processes

Only the effective integration of people and technology in optimized business processes can create a network of knowledge and genuine added value.





## Intelligent Consulting

Technology as an end in itself does not make sense. What matters is how it is used.

Thus prior to every IT project, detailed analysis and consultation must take place. The benefits of investing in processes and technology should stand in the foreground, but also the question: “what does this mean for the people affected by the changes and who are supposed to profit from them?”

## At the Pulse of the Time

More and more companies are asking exactly this question and thus align their projects according to the principles of Intelligent Transformation.

It is for this reason that the municipality of Palma de Mallorca awarded the most comprehensive IT project ever contracted in Spanish local government, with a volume of over 50 million Euros, to gedas. Thanks to this project, the municipality is placing its citizens in the center of its activity in order to offer them more comprehensive and qualitatively better service through the intense use of new technologies and communication.

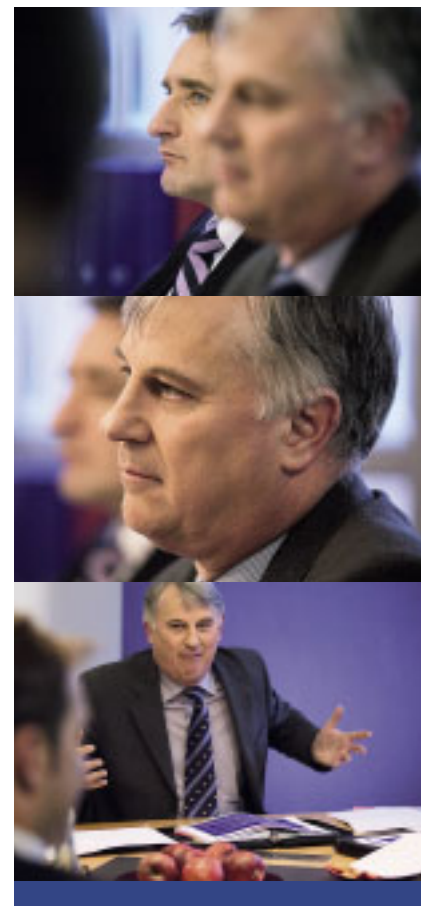
In Brazil, gedas was able to gain the insurance carrier Marítima Seguros through its holistic approach. The company wants to concentrate on customer service and its core business, and thus needs a reliable partner for its IT infrastructure. In an initial phase, the entire IT infrastructure, consisting of a mainframe, UNIX and INTEL environment was migrated to gedas, producing the measurable benefit of a 25 percent increase in productivity. A second phase, consisting of the migration of business application maintenance, has already begun.

Intelligent Transformation also convinced the car rental agency Europcar, who migrated its database into a new environment within the framework of a project with gedas. Above all, the extensive involvement of gedas employees during the design and implementation phases greatly impressed the customer.

## The Essential in Mind

Only those who pursue a clearly defined goal and who keep what is essential to reaching this goal in mind at all times will prove successful in the end.

Intelligent Transformation is already a decisive competitive factor. This is already clear in numerous projects gedas and its customers are implementing together.





### Volkswagen AG

The Volkswagen Group with its headquarters in Wolfsburg, Germany is one of the world's leading automobile manufacturers and the largest carmaker in Europe.

“ By contributing to the strategic initiative known as the “**Digital Factory**”, gedas supports the implementation of Volkswagen AG corporate goals: mature products, robust processes and excellent customer service. ”

► Dr. Trac Tang, Volkswagen AG, Head of IS Product Development

# The Automotive Industry Partner

> **Automobile manufacturers will only be able to master challenges such as the development of new market potential, cost effectiveness and collaboration with suppliers by maintaining an integrated view of processes all along the value creation chain and by collaborating with IT service providers such as gedas.**

## Trend-Setting Automotive Production

With the “Digital Factory”, gedas demonstrates how using this technology digitally reproduces and simulates all production processes. Thus product development processes can be optimized and shortened. Areas that profit from this technology are product and resource development, factory design, structural works, assembly and logistics.

## Optimized Business Processes

For the Volkswagen de México assembly plant, gedas implemented a flexible SAP-R/3 solution, which guarantees the around-the-clock execution of business critical processes in fabrication, logistics, invoicing and inventory management. Applications were accelerated by over 90 percent through the implementation of a single Application Performance Management solution. gedas implemented a project for secure access monitoring for the transmission facilities at Volkswagen of Argentina. Along with increased security measures for the factory ground, gedas simultaneously put in place improved time recording with an ERP connection as well as the remote monitoring of control devices. KIA Motors UK Ltd. noted strong growth in vehicle sales as well as in their dealer network. gedas understands the business processes requiring optimization and supports KIA through Business Process Modeling and System Capability Assessment.

## Transparency Creates Trust

Europcar broke new ground during the migration of its reservation system. While design and strategic implementation took place at the French headquarters, an Indian development team performed programming tasks “offshore”. gedas ensured smooth communication and transparency. In Spain, gedas took over the administration of the mainframe environment for Audi AG. During the implementation, Audi and gedas worked in close collaboration, with mutual trust and high motivation. Today the consolidation saves Audi over four million Euro annually.

## Efficient Control of Globally Distributed Production

The production control system FIS developed by Volkswagen, Audi and gedas is meanwhile in operation in over 20 factories operated by the Group. Thanks to FIS, production of the Phaeton in Dresden could forgo its own storage facility. gedas implemented FIS in the Business-Unit-Curitiba as well, a joint-venture of Volkswagen do Brasil and Audi AG, in order to manage the assembly of the Golf, Audi A4 and A3 for the North and South American markets.

## Software Updates Provide Advantages

In order to modify the features of a vehicle, today one no longer has to sacrifice control due to the possibility of software updates. During a so-called “flash”, new software is simply transferred to memory chips in the vehicle. gedas and Volkswagen developed the flashsystem ICARus especially for standardized flash processes during the launch of new vehicles. The system received its baptism by fire in the Phaeton. Test environments and results can be transferred via radio using the diagnosis hardware DigiBox, developed by gedas. Vehicle software diagnosis and updating for test

vehicles can be carried out remotely, thus saving time and money. Overall, Volkswagen currently saves roughly 50 million Euro annually through the use of flashing.

## Networked from the Beginning

gedas supports Volkswagen during the integrated collaboration with its suppliers. Using the e2e (Engineering to Engineering)-platform, Volkswagen networks internal and external development partners starting in the development process. Volkswagen Brazil has already progressed an important step further by using the e-Logistics solution installed by gedas. Together with Delphi Automotive Systems Brazil, the transformation was made. Within a short period of time, logistics costs and the number of problems during production were reduced.

## Success through Close Collaboration

With the conversion of SAP R/3 version 3.1i to version 4.6c, the sales department of the Volkswagen Genuine Parts Center (OTC) has been optimally outfitted for the future. While previously there were great discrepancies in technical conditions, today all employees in the Genuine Parts Center of the Volkswagen Group – regardless in which country – use the same interface. The introduction of version 4.6c also saw the creation of an integration platform that now forms the basis for further process optimization. The global use of a standard release makes next optimization steps possible. The gedas team worked together closely for several months with key-users and users from the sales department of the Genuine Parts Center.



### Genuine Parts Center (OTC) of the Volkswagen Group

The Genuine Parts Center (OTC) located in Kassel, Germany is Europe's largest automobile spare parts depot. Volkswagen manages its global Genuine Parts business from this logistics hub.

“ To introduce a new system and related manner of thinking, new process orientation, new **software** and in part new hardware all at the **same time** in every warehouse – this was a **challenge** that doesn't take place very often. ”

► Rodolfo Buergi, Head of the Genuine Parts Sales department of Volkswagen



# Delivering Together

**> Automobile manufacturers are not only catering more and more to their customers and markets through service programs and optional vehicle equipment, but also in their manufacturing locations. The traditional manufacturing countries in Europe and the Americas have now been expanded to include China, Asia and Eastern Europe.**

Naturally, the supplier industry has also been affected by this trend. Suppliers now face the challenge of maintaining a global presence along with the respective manufacturers and the ability to deliver goods reliably and promptly. gedas has long supported these developments and advises, for example, companies such as Hella and Faurecia in their international activities.

## Increased Value through Failsafe Systems

The seat technology manufacturer Sitech produces “just in sequence” vehicle seats in the immediate vicinity of the Volkswagen factory where a standstill in vehicle production may not occur and the continuous supply of supplier parts must be guaranteed. Thus, for the greatest possible system reliability, Sitech employs a solution based on the gedas software rvsJIT+. Today seats are delivered precisely at the required instant and the production line is substantially more effective than before. With over 120 installations of rvsJIT+, gedas is one of the global leaders in JIT systems for the sequentially controlled connection of supplier plants with vehicle factories.

In collaboration with the Spanish Grupo Antolín, gedas rolled out its standardized sequencing solution rvsJIT+ to 14 factory locations. This improved access to the supply chain, especially to the information that affects sequential processes. Thanks to the high level of standardization and the constant enhancements to the gedas solution, Grupo Antolín is in the position to

react immediately to the needs of automobile manufacturers on a global scale.

## Globally Standardized Solutions

With the goal of improving the order-to-delivery process, Hella developed an SAP template and together with gedas rolled it out to manufacturing locations all over the world. After the successful implementation of the SAP solution in four plants in Mexico and Factory 1 in Germany, Hella and gedas are now working on the implementation of the solution in the largest Hella plant, Factory 2 in Lippstadt. The successful introduction of SAP templates means that Hella now employs standardized and optimized business processes that can be deployed globally but which can also address local requirements and conditions.

In order to prepare for expansion, Fennel Technologies AG, an international automobile supplier, had to optimize the complete supply chain and, in some cases, create completely new models, without interrupting daily operations. gedas was by their side as a trusted consultant. In close cooperation with the IT service provider aimtec GmbH, the concept was developed and subsequently successfully implemented.

## Integration through Information Exchange

The French firm Faurecia manufactures modules such as bumpers, radiators and headlights for the automotive industry. So that all parts can be traced during possible returns, Faurecia requires a product for

reliable data exchange with Audi, one of its customers. Along with its software interface, above all the gedas support center made the gedas rvs product an attractive option. Meanwhile, Wilhelm Karmann GmbH exchanges data online with over 1000 companies using rvsENGDAT by gedas - a trend on the increase. In order to keep manual procedures to a minimum and avoid entry errors, the rvsClient by gedas was implemented in its partner companies.

Benteler Automotive Technology is the largest international, independent, family-owned automotive supplier. gedas developed a Product Lifecycle Management (PLM) solution for the Benteler technical development center in the Czech Republic. This solution enables the integration of internal and external partners into the product development and production processes.

## Focus on Core Competencies

As a specialist in chassis technology, Sachsenring supplies Volkswagen among others. In order to focus on its core competencies, the decision was made to outsource SAP applications and CAD systems. By selecting gedas as its outsourcing partner, today Sachsenring can rely on the around the clock reliability, productivity and security of its IT and focus on the development and production of innovative chassis technology.



### Automotive Dealers and Importers

gedas offers full service DMS solutions to car dealers and importers in Europe, the Americas and Asia, covering the most relevant business and administration areas, from vehicle sale to accounting, from after sale service to workshop management.

“ We find **working with gedas** and their contacts very comfortable,  
**constructive and goal-oriented.**  
This greatly **helped** us during the **project.** ”

► Burkhard Weller, managing partner of WELLER GROUP



# Automotive Retail in Transition

> **Today automotive dealers must be more flexible and faster than ever to satisfy customers in terms of service quality. New legal requirements such as the European Block Exemption Regulation, as well as complex trends in the global automotive market provide further challenges to dealers both in terms of profitability and customer retention.**

In order to remain competitive, auto dealers at the technological cutting-edge will have a formidable advantage. Through the use of new generation Dealer Management Systems (DMS), dealers will be connected to manufacturers and will be provided with up-to-date information to guarantee efficient customer support. They will be able to optimize business processes and enhance speed of service and efficiency. As you would expect from a leading IT partner to automotive manufacturers, gedas has the necessary knowledge to optimize dealer IT systems to ever-changing conditions.

## The Realization of Integrated Dealer Systems

gedas has over 20 years experience in the automotive retail market and has gained a leading position in Europe with more than 4000 dealers as customers. In Germany, gedas has increased its activities in the DMS field since the takeover of the VAUDIS (VW-Audi-Disk-System) dealer system by Volkswagen in 2002. Together with other applications, this software has formed the IT basis for thousands of dealerships over the years. In France, gedas developed and rolled out a DMS solution called CAR\*Base (available also as Web application) in more than 500 dealerships. All DMS solutions offered by gedas cover the most relevant business and administration areas, from vehicle sales to accounting, from aftersales and service to workshop management.

Today, the gedas group wishes to bring further value to dealers facing a new environment. For this reason, gedas leverages its local long lasting experiences and compe-

tencies through the establishment of a global dealer strategy.

The gedas philosophy relies on a full service provider portfolio approach, which provides dealers with a comprehensive view of their IT and business challenges. The creation of an international Dealer Excellence Centre allows gedas to train international Dealer Management System consultants and experts who together build a full range of dealer service packages including multi-brand and flexible IT solutions. In 2004, gedas also developed best of breed partnerships on a worldwide basis with the product Incadea from Reynolds & Reynolds, a leading provider of dealer solutions, and with Cross from Porsche Informatik.

## Global Success in Action

The first successes of the new approach are already visible. As a result of its DMS strategy, gedas has been appointed by the Volkswagen Group as the primary contractor for the global Volkswagen Group DMS Strategy implementation.

In the UK market, the "MS2" DMS solution based on the Incadea engine is already in the trial stage at Volkswagen and Skoda dealers. An offer for the dealer market in the USA is also under definition, in order to take into account its specificities, such as strong multibrandism and standardization trends. To follow Asian expansion proactively, gedas promotes best practices as well as resource and know-how transfer initiatives in China and Japan. Huge opportunities are emerging and the first DMS pilot implementations are already on track.

In every market, gedas will continue to lead dealer application rollouts, support and training as well as process analysis and integration. However, our next objectives consist in enlarging the dealer service range beyond IT and further enhancing consulting capabilities: not only business process transformation, but also Call Center Services and CRM. We have one ultimate goal: to partner with our customers and help them manage their business in a technologically appropriate way – without breaking their budgets.



## Pfleiderer AG

After focusing on its Engineered Wood and Infrastructure Technology operations, Pfleiderer AG in Neumarkt, Germany is now one of the leading European systems providers for timber products, surface finishes and railway sleeper technology.

“ With gedas, we have gained a **reliable IT partner** with several years of outsourcing experience.

This enables Pfleiderer to achieve **essential cost savings**, **integrate** new branch offices

**without difficulty**, optimize customer service and concentrate

on our **core competencies**. ”

► Martin Fuchs, Head of IT of Pfleiderer AG



# The Successful Connection between People and Technology

**> Increasing competitive pressure is forcing manufacturers to optimize their production facility network. Doing so requires a global technological interface with qualified employees.**

In the intensely competitive manufacturing industry, implementing wide-ranging cost savings while at the same time developing the ability to bring innovative products quickly to market has become crucial to success. The following customer projects clearly illustrate the ways in which gedas, through its global presence and know-how, supports manufacturing companies during this transformation process.

## Employee Involvement Accelerates Implementation

By migrating from SAP R/2 to R/3, the internationally engaged Moeller group of companies has laid the cornerstone for the application of modern information technology. Together with gedas, a template-based SAP R/3 system was rolled out in various Moeller factories, leading to the significant improvement and alignment of business processes. The early involvement of all affected employees was a significant factor in the project's success. Roughly 600 users attended the intensive training sessions held by Moeller and gedas in order to gain an understanding of the meaning and value the introduction of R/3 has for each individual.

The French aluminum specialist Solios decided to implement a customized CRM-System (Customer Relationship Management). By using the project management methodology eXtreme Programming, Solios and gedas were able to develop the solution

in only four months. Transparent and customer-oriented development was the foundation for the fast implementation.

## Efficient Product Development through Smooth Communication

The development of new procedures and machines capable of implementing them requires a rapid conversion of technical concepts into practice by means of efficient engineering processes.

The Andrew Corporation in the USA faced precisely this challenge. This company produces communication systems and had to bring its CAD and SAP systems together in order to work more transparently and to use this as a competitive advantage. Through a PLM integration project, gedas was able to contribute to a reduction in costs and an improvement in time-to-market for the manufacturing operation. Thanks to this network, engineers at different locations have access to the same data.

Until recently, there was no connection between manufacturing and engineering applications at Garrett Engine Boosting Systems, a member of the Honeywell Group. With help from gedas, it was possible to interlock the SAP system with the engineering software and thus eliminate all manual intermediate steps. Automization, optimized version control and shorter development cycles are now a matter of course for this manufacturer. The PLM system

ensures efficient collaboration with suppliers and customers.

## Reliable Service in a Secure IT Infrastructure

The Pfleiderer company, together with gedas, successfully implemented SAP-Service-Providing and WAN-Service-Providing. Within the scope of an integrated site networking project, 23 branch offices were connected with each other and the gedas data center to form a powerful WAN. Construction of the WAN net lasted only one and a half months and provides Pfleiderer with simpler network management, high reliability and flexibility while at the same time lowering costs.

SAP is the foundation of the IT infrastructure at ThyssenKrupp Production Systems in Brazil as well. As a globally operating group, ThyssenKrupp uses the same templates for SAP programs at each location, thus creating greater transparency. gedas consulting services was contracted for the required SAP module modifications, operation of the SAP server and basis support.



### Traffic Management Control Center in Lower Saxony

The “Lower Saxony Integrated Traffic Management” (IVN) is a project commissioned by the Lower Saxony state government. In addition to Signalbau Huber and gedas, other partners in this new project include Fraunhofer Institut IPK, üstra Hannoversche Verkehrsbetriebe AG, VTCon and the Verkehrsmanagementzentrale (VMZ).

“ Through the implementation of the CityFCD technology by gedas, traffic management in the Hannover region has dramatically improved, to the **benefit** of every **road user** and the environment.

Through a **global** registration of traffic situations we can steer and distribute local and through traffic to routes **free of congestion** in the main traffic network – an **important task** of the future for urban areas with growing traffic levels. ”



# The Supply Chain Lifeline

> **The global networking of companies and company locations demands ever more ingenious logistics processes. Whether in the street, in the air, during storage, package delivery or on the internet – markets demand rapid processing and seamless collaboration all along the value creation chain.**

gedas helps companies in the Transport, Logistics and Traffic industry to transform their business processes and workflows so that they can operate more efficiently, cost-effectively and with improved customer orientation in global markets. The following examples clearly illustrate this commitment.

## Standardized Design Provides Perspective

IT-optimization is a constant theme at Fraport, operator of the Frankfurt airport. Especially because the surface of the airport facilities is relatively limited, the degree of automation and IT support must be extremely sophisticated. The Internet plays a large role in information retrieval and collaboration. Fraport desperately needed a Content Management System (CMS) to guarantee that information is always current, everything is published in a standardized layout and support does not require a high degree of coordination.

Today Fraport AG uses the gedas solution "VisionCMS" as a group-wide Content Management System and can thereby optimize its web offerings. Along with significant savings, advantages include consolidation of the server environment as well as standardized content presentation. Due to the success of this project, several more projects are planned for 2005, including information kiosks for passengers and an expansion of the extranet.

## Customer Satisfaction and Service in Focus

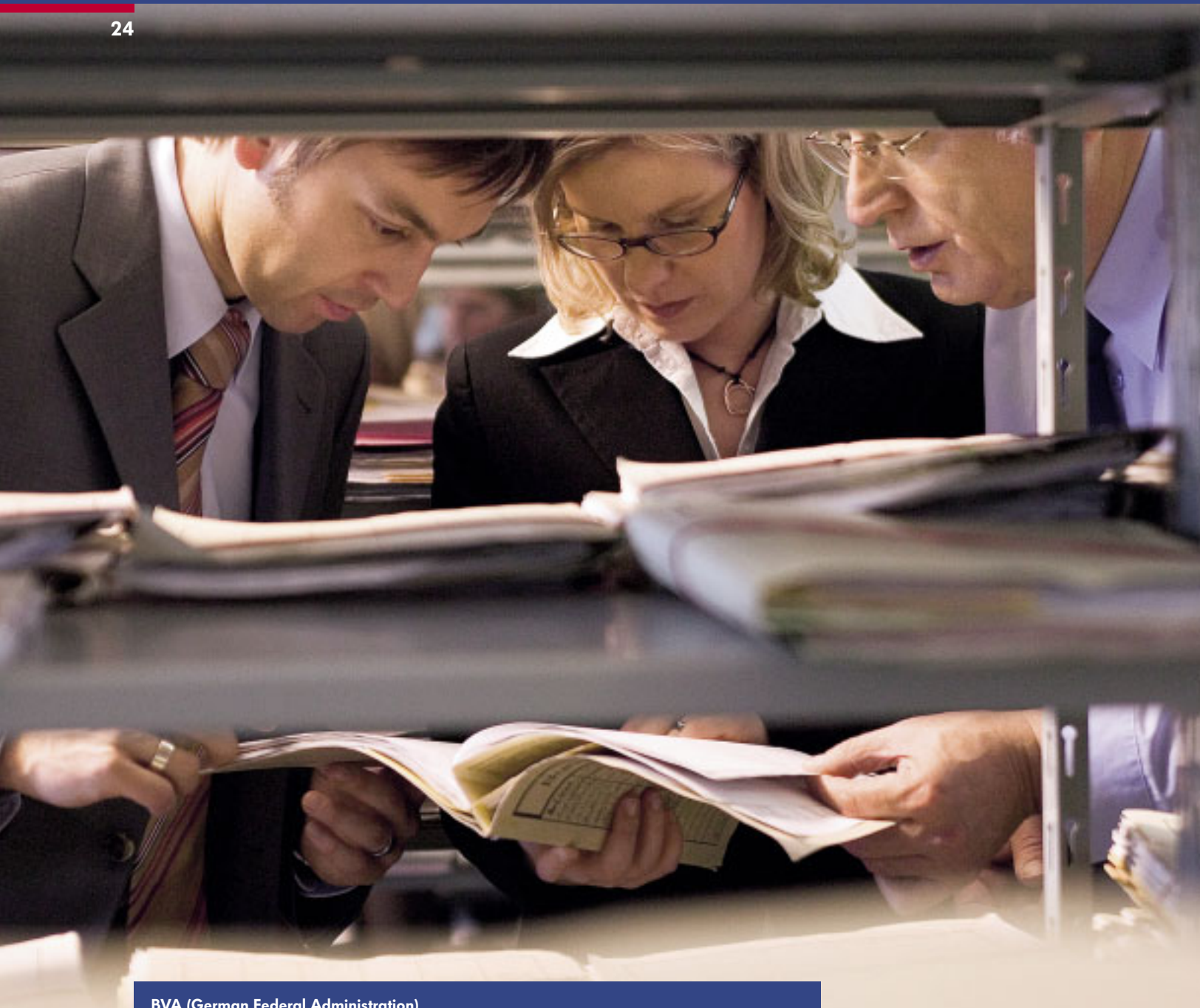
Over the past four years, the Berlin commuter railway system (S-Bahn) has been transformed from a pure transportation operation to a reliable service provider. Here the most important company goal is customer satisfaction. This has been achieved by, among other activities, innovative facility and vehicle technology. In a close partnership, gedas advises the Berlin S-Bahn and operates their business-critical IT systems. In 2004, the existing contract was extended an additional three years.

## Avoiding Traffic Jams Thanks to Current Traffic Information

Modern traffic management profits from the intelligent linking of new technologies with traffic status recording and management. For the FIFA World Cup in 2006, traffic information in the Hannover metropolitan area will be available to passenger car navigation systems via the Traffic Message Channel (TMC). This is one of the goals held by the Lower Saxony Integrated Traffic Management Authority (IVN), a project commissioned by the state government. Along with Signalbau Huber and gedas, partners in this project include Fraunhofer Institute IPK, üstra Hannover Municipal Traffic Services AG, VTCon and the Hannover Traffic Management Center (VMZ). The telematics technology City FCD, which is based solely on the combination of memory units, cellular networks and positioning via a global positioning system (GPS), will be utilized.

New media such as the Internet are moving into the interiors of modern vehicles.

Mobile services have been available on the Volkswagen website for a variety of tools such as MDAs, smartphones and cellular phones since 2004. gedas developed and integrated the respective technology and is responsible for its operation. Together with Volkswagen, gedas is continuously expanding mobile services.



### BVA (German Federal Administration)

As the central service provider of the Federal Government, the BVA (German Federal Administration) in Cologne, Germany, performs multiple services for the government, federal, state and local authorities, grant recipients, non-governmental centers and especially for citizens.

“ One factor for the success of the project is the **ability of the team** to create an atmosphere of **trust**.

Employees of the Federal Administration Office work **closely** with gedas on several levels in order to manage the tasks **successfully**. ”

► Dr. Juergen Hensen, President of the BVA



# Public Administration as Service Provider

**> For several years, one has been able to observe an increase in the inquiries made into information technology by the public administration sector. Bureaus, agencies and cities have recognized that not only can they perform their tasks more quickly and cost-effectively with the help of modern technology, but, more importantly, they encounter a positive resonance with their customers, the citizens.**

Along with the rollout of standard software, e-government projects are the most typical ventures found in this sector. An important focal point of these projects is the human component, because nowhere does the user aspect come to the foreground as pronounced as in civil services.

gedas makes it possible for the public sector to be innovative and to fulfill their tasks more efficiently with improved business processes. Thus gedas was able to drive numerous public sector projects during 2004 as well as win major projects such as in Palma de Mallorca.

## Effective Process Execution

Efficient processes require constant improvement in the sense of adaptive management as well as the consistent employment of the most modern information technology. Directors for the Federal Administration Office (BVA) recognized this early on and were able to control the paper flow in the public sector using enhancements to the document and workflow management system FAVORIT®-OfficeFlow.

The key to success is the concept of the “electronic dossier”. In close collaboration with the BVA, gedas enhanced the FAVORIT®-OfficeFlow® software in order to process transactions more effectively using a modern system. The conversion from paper to digital documents was a transformation process with great demands, above all on the affected employees.

Currently more than 30 agencies and bureaus with over 4,000 users employ FAVORIT. Thanks to FAVORIT, the BVA was able to achieve an efficiency increase of 30 percent in the BAföG process alone and take over several tasks which otherwise would have required a large amount of additional work and personnel expenses. These advantages are starting to convince more and more private sector users in addition to other public agencies.

## Transparency for Citizens

With the development of the internet-based Council Information System “RatIS”, gedas lightened the amount of work for the Munich city council and ensured more transparency for the public. RatsIS supports and documents the preparation and execution of city council and committee meetings and publishes decisions reached regarding administration, policy and the public.

RatsIS is based on Enterprise Content Management technologies by EMC/Documentum and was seamlessly integrated into the existing system environment. The core of the solution is the “synergy for local authorities – city council information system”.

Of special importance was an expansive integration of future users. Early on, all participants were trained on the functionality of the system. Based on these experiences, gedas was able to customize the system especially to the city council’s requirements. Above all, work of the volunteer councilmen and councilwomen was greatly simplified.

## Collaboration in Partnership

Many of the challenges in the public sector are best approached in a collaborative partnership, as gedas demonstrates through its principle of “Intelligent Transformation”.

More and more projects are being aligned with the tenets of this principle. Thus, for example, the municipal authority of Palma de Mallorca awarded gedas with a ten-year ongoing IT project, the most innovative project in the history of Spanish civic administration in terms of modernization and the implementation of information technology. Its goal is to implement services optimized for use by the public and based on the most modern technology available.

During the course of the project, specialist partners such as the experts from the municipal authority’s urban computer science institute will support gedas.



## One world – one gedas

**> The IT market is already showing the first signs of cyclical recovery. Several companies have emerged from the crisis stronger than before by having focused on their core competencies.**

The basis for the success of 2004 and decisive for the future for gedas was the focus placed on the automobile and discrete manufacturing industries. gedas already has branches established in every important automotive region and possesses a unique consulting capability for this sector.

As 'one gedas', the goal of offering unified and comprehensive service to companies all over the world has been put into practice.

The Intelligent Sourcing concept, which comprises the optimal combination of gedas resources from all branch offices through the integration of nearshore and offshore capacities, provides customers with the highest quality, and above all cost effective support.

As predicted in 2003, Asia has developed into one of the most important markets in the automotive field. Important markets as well as production facilities for suppliers and manufacturers have arisen in China, Japan, Korea and Southeast Asia. gedas is accompanying its customers during this orientation and will continue to expand its Asian operations.

gedas is a partner of globally active companies. One of the reasons for its success is its willingness to grow with the customer and enter new countries and markets. 2005 will also see gedas expand its global presence in its core markets. The foundation for this expansion includes consistent account management and the demand-oriented enhancement of its service portfolios.

Based on the concept of Intelligent Transformation, gedas offers IT solutions "by people for people". Because regardless of how the demands of the future appear, IT projects will always involve people.



**> gedas provides consulting on the development, system integration and operation of IT solutions to companies in the automotive and manufacturing industries.**

**The technological expertise acquired in gedas core market and gedas knowledge of business processes in the automotive industry also benefit numerous customers from other industries and the public administration sector.**

**gedas**  
your IT partner

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