



## PRESS RELEASE

### **INFORM Group trusted SAP's innovative solutions**

*INFORM Group selected SAP CRM and SAP Retail Execution Mobile Application solutions*

**Athens, 19 October 2015** — **INFORM** Group selected SAP's innovative solutions for the creation and development of an integrated Organizational & Sales Management system "on the go". SAP was the partner of choice due to its expertise and extensive experience in such projects.

**INFORM** selected **SAP CRM** and **SAP Retail Execution Mobile Application** solutions in order to better facilitate business processes like client monitoring, the direct dispatch of cost accounting requests to the central offices, the electronic automated process for approvals, along with the comprehensive surveillance of the cost accounting procedure and reporting. The above mentioned procedures were activated in portable devices, thus further enhancing INFORM Group's Sales department productivity. The implementation of this complex project was undertaken and successfully performed by SAP Hellas, in cooperation with INFORM's experienced working team.

More specifically, INFORM decided to implement the above-mentioned investment by pursuing the aims of a highly strategic move for the Group, which will enable the company to fully support the organization and execution of visits to its customers, the electronic filling of cost requests, the better organization of internal procedures required with respect to price checks and approvals. Capitalizing the above mentioned solutions, from now on, INFORM will have the opportunity to offer high quality products and services to its customers promptly and cost efficiently.

The implementation of this complex project was completed, using the resources and the exceptional capabilities of SAP Hellas, in cooperation with INFORM's working team.

Inform is leader in the area of printing management, production of secured documents, production of prepaid cards and business process outsourcing, offering services of printing and posting statements, electronic presentation of statements and printing management for Banks, Telecommunication companies, Public sector and Industrial/Trade companies.

For additional information, please visit: <http://www.sap.com/greece>, and the social media. Facebook: <https://www.facebook.com/SAP.Hellas.Cyprus/>, Twitter: <https://twitter.com/SAPHellasCyprus>.

**About SAP**

As market leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device – SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable more than 293,500 customers to operate profitably, adapt continuously, and grow sustainably. For more information, visit <http://www.sap.com/greece>

**About INFORM ([www.lykos.gr](http://www.lykos.gr))**

Inform is the partner of choice for financial institutions, telecommunications, government and retail organizations requiring digital data solutions and high quality printing services. The company supports customers through the whole document life cycle. Above and beyond its various printing services, Inform provides data collection and classification, verification, coding, storing as well as the physical or digital export of formatted data to any carrier required. Inform also operates in the market for business process outsourcing, offering statement and digital bill printing and fulfilment, electronic bill presentment, card personalization, loyalty software applications and print management services.

INFORM was founded in 1897 and has been listed on the Athens Stock Exchange since 1994. The company is a subsidiary of LYKOS AG, active in secure communications, with turnover approx. €130,000,000 and 1,000 employees.