

## PRESS RELEASE

### **msg and Stibo Systems Take Partnership to a New Level**

*The goal of the cooperation is to offer customers from a variety of industries tailored and efficient solutions for managing master data from a single source.*

Munich, May 14, 2019. IT and consulting company msg is intensifying its partnership with Stibo Systems – the leading provider of a multi-domain solution for managing product and customer data, as well as vendor and location information. A new joint large-scale project for a specialist wholesaler of hygiene and cleaning supplies is taking the partnership between the two companies to a whole new level of collaboration.

With the rapid progression of digitalization comes the demand for data management systems that span all industry segments and that allow business partner and product data from different sources to be brought together. After all, the centralized management of master data increases the quality of the data, which in turn, enhances the efficiency of business processes – a must when it comes to successful digitalization. With their multi-domain solution, Stibo Systems offers precisely that type of central master data management and they rely on msg as their consulting and implementation partner to help make that happen. This partnership gives customers a one-stop shop for everything they need, from holistic consulting, IT that meets their needs, as well as services, all from a single source.

“The partnership with msg is a win-win for both sides,” says Jan Richter, Alliance Sales Executive and Area Manager at Stibo Systems for partners in Central and East Europe. “Their extensive know-how in different industries, their long-term experience in the field of master data management and their strong consulting team makes msg a key cooperation partner for us.” msg and their consultants play an important role in joint customers projects, especially when it comes to working for and with customers to draft strategies for the [perfect data management](#).

In 2016, analyst firm Gartner named Stibo Systems a challenger in the Gartner quadrant for master data management for the company's multi-domain solution for master data management (MDM). 2016 was also the first year Gartner published a quadrant for master data management. This fact shows how relevant the topic of master data management has become in recent years and reflects the realization many customers have come to that, in these times of digitalization, they need to build their business on reliable master data. "We are pleased to be working with our partner Stibo Systems – a lead global provider of MDM solutions – to realize customer projects from a 360-degree perspective. The widely accredited and tested solution by Stibo Systems forms a strong IT basis for meeting the requirements customers have for their master data management," explains Guido Göbel, Head of MDM at msg.

msg will be attending this year's [customer and partner event CONNECT](#), which Stibo Systems is hosting in Copenhagen from May 19 to 21, as a Gold Partner. International experts in MDM use the conference as an opportunity to network, while customers share their success stories with attendees and partners host break-out sessions to report on the key challenges that need to be mastered in MDM business in the age of digitalization.

### **Stibo Systems**

Stibo Systems, the master data management company, is the trusted source of MDM solutions based on a unique business-first, people-centric approach. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data; empowering them to improve the customer experience, drive innovation and growth, and create an essential foundation for digital transformation. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. For more information, visit [stibosystems.com](http://stibosystems.com).

### **msg**

msg is an independent, international group of companies with more than 7,500 employees around the world. The group of companies offers a holistic service spectrum of creative, strategic consulting and intelligent, sustainable and value-added IT solutions for the following industries: automotive, financial services, food, insurance, life science & healthcare, public sector, telecommunications, travel & logistics, as well as utilities, and has acquired an excellent reputation as an industry specialist over the course of almost 40 years in business. Within the group, independent companies cover the wide variety of industry and issue-based competence: msg systems ag forms the core of the company group and works in close cooperation with the subsidiaries, both on a business and organizational level. This allows the competence, experience and know-how of all the members to be bundled into a holistic solution portfolio with measurable added value for its customers.

msg holds seventh place in the ranking of IT consulting and system integration companies in Germany.



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