

## PRESS RELEASE

### **msg and kühn & weyh expand partnership in the field of digital customer communication**

*Aim of the partnership is to support customers across all industries by providing modern customer communications solutions within the digitalization process*

**Munich, November 28, 2019.** IT and consulting company msg and software manufacturer kühn & weyh will be working together as strategic partners in the field of customer communications management (CCM). kühn & weyh's software products will serve as the basis for providing customers with end-to-end solutions for document creation and output management.

With digital transformation advancing at such a rapid pace, the issue of customer communications management has become one of the key aspects of companies' digitalization strategies. After all, many companies are facing the same challenge of qualitatively and economically optimizing existing – primarily print-based – customer communication, while also establishing a digital infrastructure for future customer communication.

The partnership will allow the two companies to work together to create attractive offers for new and existing customers. Serving as the base product is kühn & weyh's technological market leading "[M-Series](#)" CCM solution with a few msg products connected to the base product. msg, on the other hand, brings expertise in the fields of strategy consulting, project management and migration to the partnership. "With their strong industry and consulting expertise, msg has key know-how that we greatly benefit from," says Matthias Abel, Director of kühn & weyh Software GmbH. "Together, we create the perfect basis for solutions that help our customers take CCM to a brand new level."

Customers benefit from the close collaboration between software provider kühn & weyh and industry and implementation specialist msg, as it gives them access to innovative

technologies, project management and documentation migration from a single source. “We have worked closely with kühn & weyh for many years and on a variety of projects,” says Axel Stein, Division Manager at msg. “Given our very good cooperation to date in the field of output management and the current market demand, a strategic partnership between msg and kühn & weyh was simply a logical conclusion for us.”

### **kühn & weyh**

kühn & weyh Software GmbH is an owner-operated, mid-sized software manufacturer and solution provider with headquarters in Freiburg im Breisgau. kühn & weyh has been successfully active in the field of customer communication or customer communications management (CCM) for 40 years. The company currently has around 120 full-time employees, of which 50 work for their subsidiary KadeL Data servis in Pilsen and Ceske Budejovice (CZ). Their strategic focus concentrates on providing a comprehensive solution for document creation and output management (CCM). A long-term and intense knowledge of the market and an “open ear” for the needs of their customers form the basis on which kühn & weyh operates forward-looking product development, which provides the functions customers need even before they ask for them.

For more information, please visit [www.ksoft.com](http://www.ksoft.com).

### **msg**

msg is an independent, international group of companies with 8,000 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, manufacturing, 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 sixth place in the ranking of IT consulting and system integration companies in Germany.

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