PRESS RELEASE

msg founding member of the pan-European Master Data Alliance

Munich, May 14, 2020. Under the umbrella of the Master Data Alliance, IT consulting companies msg, Sigma IT, YellowGround and Micropole are coming together to start a pan-European collaboration in the fields of Master Data Management (MDM) and Project Information Management (PIM). The aim of the partnership is to offer customers in these fields internationally competitive solutions combined with local market expertise.

In a globally connected economy, and especially in the demanding setting of master data management, internationally active companies often need a combination of regional partnerships and global business expertise. As a result, IT and consulting companies must be able to offer their customers extensive international project experience, as well as knowledge of local markets and business structures. "By founding the Master Data Alliance, we want to support our international customers by providing even more competitive services," explains Guido Göbel, Head of the Master Data Management Department at msg. "All four of the founding companies of the Master Data Alliance came to the conclusion that the European collaboration would allow us, as well as our customers and partners, to benefit from one another in regard to expertise, resources and passion for generating customer benefits."

Johann Ranft, Head of Global Alliance Management at msg, "The partnership with Sigma IT, YellowGround and Micropole within the context of the Master Data Alliance is also an important step in further advancing msg's international work in this field. By contributing our long-standing industry and market expertise to this pan-European cooperation, msg can create synergies with the other partners."

Participating in the Master Data Alliance will be more than 90 experts from all four partners, experts in the fields of PIM and MDM who have proven their extensive experience in recent years in more than 100 PIM and MDM implementation projects. The four companies, which were brought together by their individual partnerships with Stibo, have a local presence in eleven different countries across Central Europe and Scandinavia. The services obtainable under the Master Data Alliance are available in six different languages. Within the Master Data Alliance, msg is responsible for the German-speaking DACH region.

Among the PIM and MDM services available through the Master Data Alliance are strategy consulting, as well as implementation, application management and maintenance services for STEP implementations. The four partners coordinate their work within the collaboration very closely to ensure they are able to offer customers and partners the best possible solutions.

The Master Data Alliance will participate in its first joint market event at the Stibo Connect 2020 conference being held September 14 - 16 in Berlin. Event information: https://www.stibosystems.com/de/connect. Further information on the Master Data Alliance: https://www.masterdataalliance.com/.

Master Data Alliance

PRESS RELEASE

Under the umbrella of the Master Data Alliance, IT consulting companies msg, Sigma IT, YellowGround and Micropole will be working together across Europe in the fields of Master Data Management (MDM) and Project Information Management (PIM). Together the four companies have more than 20,000 employees with subsidiaries in 25 countries and offer a broad range of IT solutions and services.

msg

msg is an independent, international group of companies with more than 8,000 employees around the world. It offers a holistic service spectrum of creative, strategic consulting and intelligent, sustainable and value-added IT solutions for the following industries: automotive, banking, 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 during its 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 Lünendonk's ranking of IT consulting and system integration companies in Germany.

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