

Press Release

Copenhagen, Denmark, November 10, 2011

Columbus enters strategic alliance with Prodware in France and Spain

Prodware acquires Columbus subsidiaries in Spain and France

Prodware and Columbus are entering into a strategic alliance that will create a strong international Microsoft Dynamics implementation partnership for the benefit of both companies and their customers. The partnership will consist of:

Global Implementation Alliance

- Prodware will be the preferred implementation partner for Columbus in France, Spain and Israel.
- Columbus will be the preferred implementation partner for Prodware in Russia & CIS, USA, India, Poland, Denmark, Norway, Baltics and Middle East.

Global Software Alliance

- Prodware will become an important partner of Columbus solutions (To-Increase software).
- Prodware will invest in building skills and implementation competencies aligned to Columbus' solutions (To-Increase software).

Prodware acquires Columbus subsidiaries in France and Spain

- Columbus is transferring all business activities including customer's contracts and contracts with employees in France and Spain to Prodware.

"In Columbus we will be able to service our customers better through this strategic alliance with Prodware who has a strong local presence in France and Spain. The combination of our skills will strengthen the position of both companies. I am therefore excited about the opportunities this global partnership will create for both our companies and our employees," says CEO Thomas Honoré, Columbus IT.

The agreement is subject to finalization 24th of November, 2011

Additional information

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Columbus®

Once you *know* how...

About Columbus

With solid industry know-how, Columbus is a preferred business partner for ambitious companies within the food, retail and manufacturing sectors. Columbus' key deliverables include flexible and future-safe ERP, CRM, BI and related business applications that deliver competitive advantage. We know how to adapt and implement our proven Microsoft-based solution sets to maximize efficiency and overall business performance – for immediate impact. Exceeding 20 years of experience and 6.000 successful business cases, Columbus currently employs over 1.000 dedicated staff working out of 41 offices in 21 countries. Read more at www.columbusglobal.com.

About Prodware

Prodware blev etableret i 1989 og skaber, integrerer og hoster it-løsninger for virksomheder. Prodware opererer i en industri, hvor forudsætningen for succes er dyb it-ekspertise og industri know-how. Prodware servicerer mere end 17.500 nuværende kunder, er hovedaktør og partner for implementeringer af globale it-løsninger og applikationer. Prodware er til stede i ti lande og gennem stærke strategiske alliancer hjælper Prodware virksomheder med deres internationale ekspansion. Læs mere på www.prodware.fr.