

**sd&m AG**

## Facts and Figures

Munich, 21st September 2006

**sd&m**

A Company of  Capgemini



# sd&m AG – software design & management

## Area of business

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- Development and integration of tailored information systems for business critical processes
- IT Consulting with engineering and implementation competence

## Customers

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- Major companies and organizations achieving a competitive edge by implementing custom solutions

## Core competence

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- Software engineering und project management

## Key facts 2006 (estimated)

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Staff:	1.250
Revenue:	€ 173 million



## Research

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## Shareholder

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# The sd&m corporate principles document the fundamental values for our work

## Customers

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Our customers are companies and organizations who want to meet demanding, **business critical** requirements with their information systems.

## Benefits

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Our objective is to create a **competitive edge** for our customers by designing and creating efficient tailored information systems and by consulting in information technology based on our engineering and implementation experience.

## Team

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We want to be one of the most attractive employers for IT specialists. We offer top graduates from university an excellent environment for their personal and professional development.

## Profit

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Good financial figures are not the objective but the result of work well done.

→ **Information systems are *capital goods* of first order. They need professional design, implementation and maintenance.**

# Profile of TS Discipline Strategy for Germany & Switzerland – sd&m

## Market segment

### Focus customers

- Top-100 companies
- Major institutions in the public sector

Leading companies from all industries and public sector institutions, whose success depends on sophisticated software solutions

### Focus industries

#### Prio 1

- Automotive
- Financial services
- Public sector
- Telecommunications

#### Prio 2

- Health
- Logistics

## Service portfolio

### Innovative service elements

SOA/EAI	.NET
NetWeaver	BI/DWH
Application landscape	portals
IT economics	
IT agility	Quasar futura

### General service portfolio

- independent IT consulting
- effective tailored software solutions
  - conception
  - composition, integration
  - Development

### Service delivery

- projects for fixed price and T&M
- collaboration in mixed teams
- work on site, remote and using near- & farshore capacities
- long-lasting partnerships

### Benefits

#### Competitive advantages through:

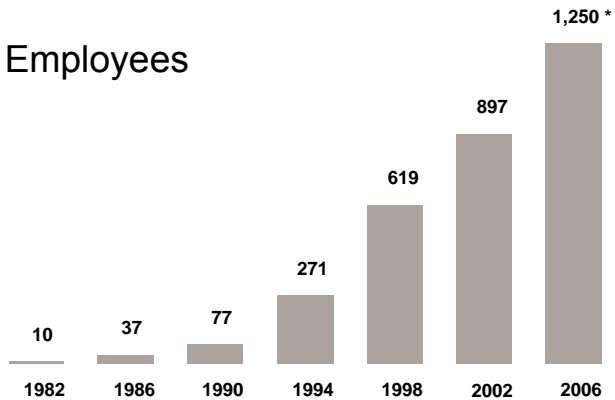
- consulting delivers results ready for implementation
- superior quality
- carefully designed software, clear architecture
- reliable flexible software solutions, efficient use
- sustainable approaches
- excellent balance between functionality, project period and costs
- transfer of know-how

## Core competencies

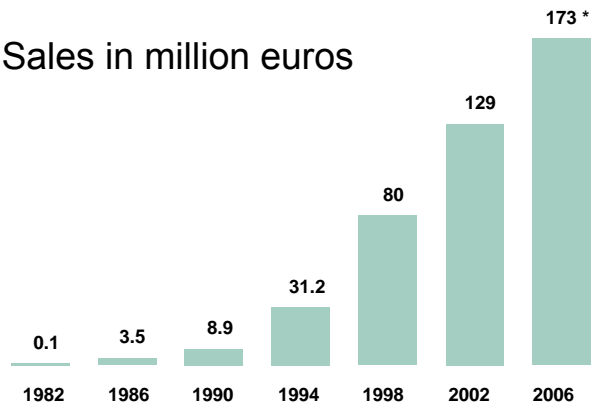
Setup of IT architecture  
 Implementation of complex IT projects  
 Evaluation and deployment of modern software technology  
 Collaborative business approach

# The sd&m success story

Employees



Sales in million euros



## Reasons

- Focus
- Competence
- Performance orientation
- Courage
- Sense of responsibility
- Circumspection
- Diligence
- Integrity
- Corporate culture

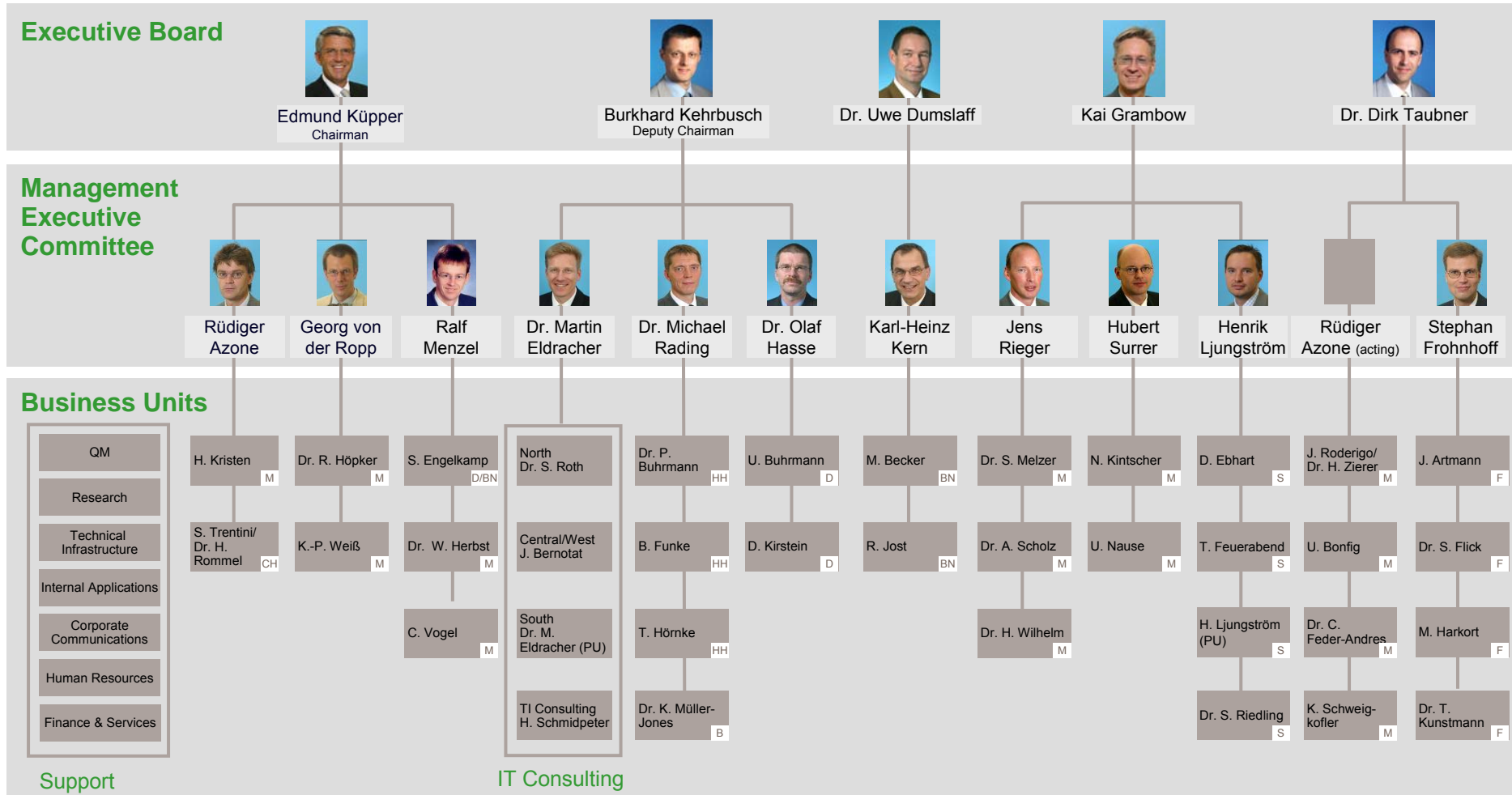
**We place our trust in the best talents!**

\* estimated

## Shareholder structure of sd&m AG

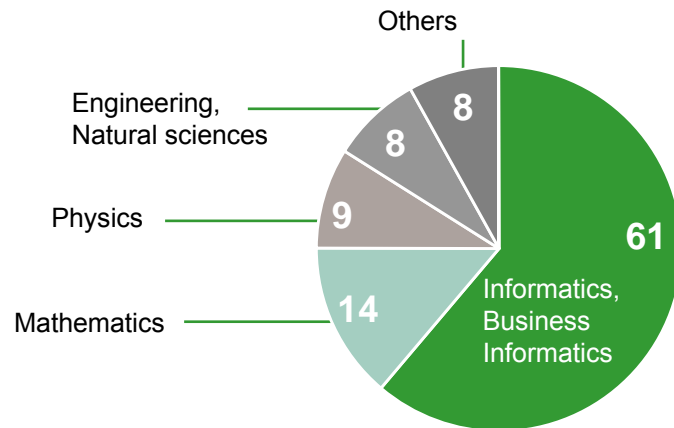


# Organisation



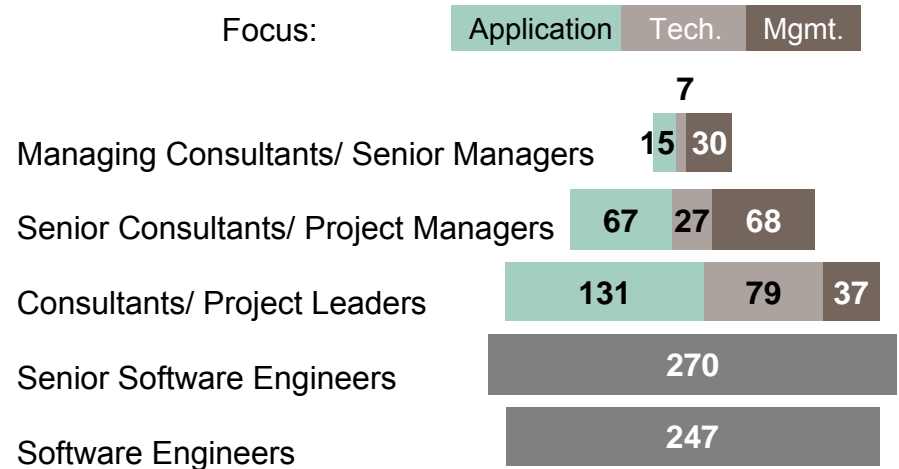
# The team is excellently educated, and has built up outstanding practical experience

## The subject mix fits



- 98% have an academic degree, a fifth with Ph.D.

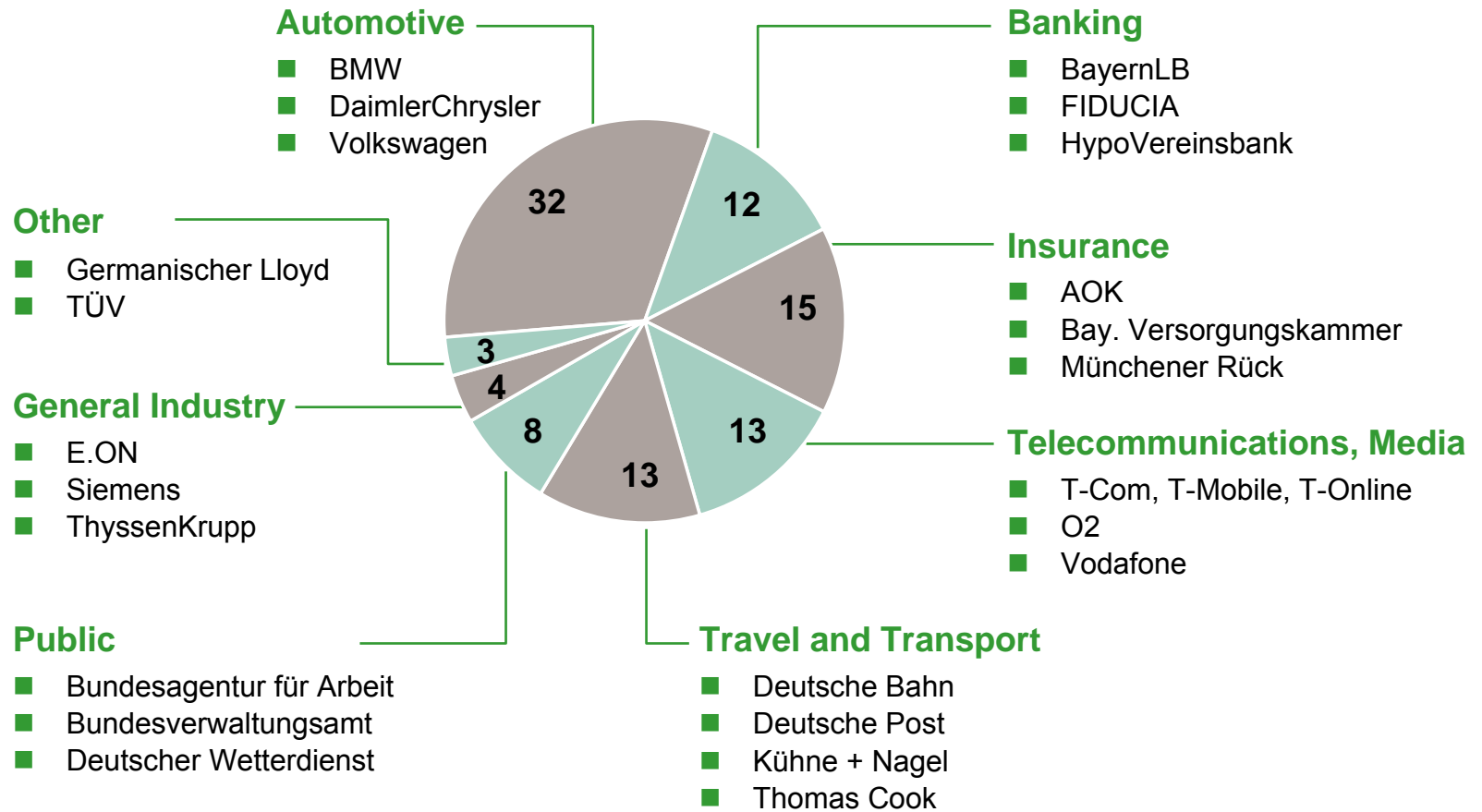
## The experience mix fits



- Average age 35.4 years
- Average affiliation to sd&m 5.8 years
- Attrition 8.8 %
- sd&m invests approx. € 9.8 million in research, education and training every year



# Major customers in diverse sectors rely on our abilities



# Major Customers







A+



A (selected)

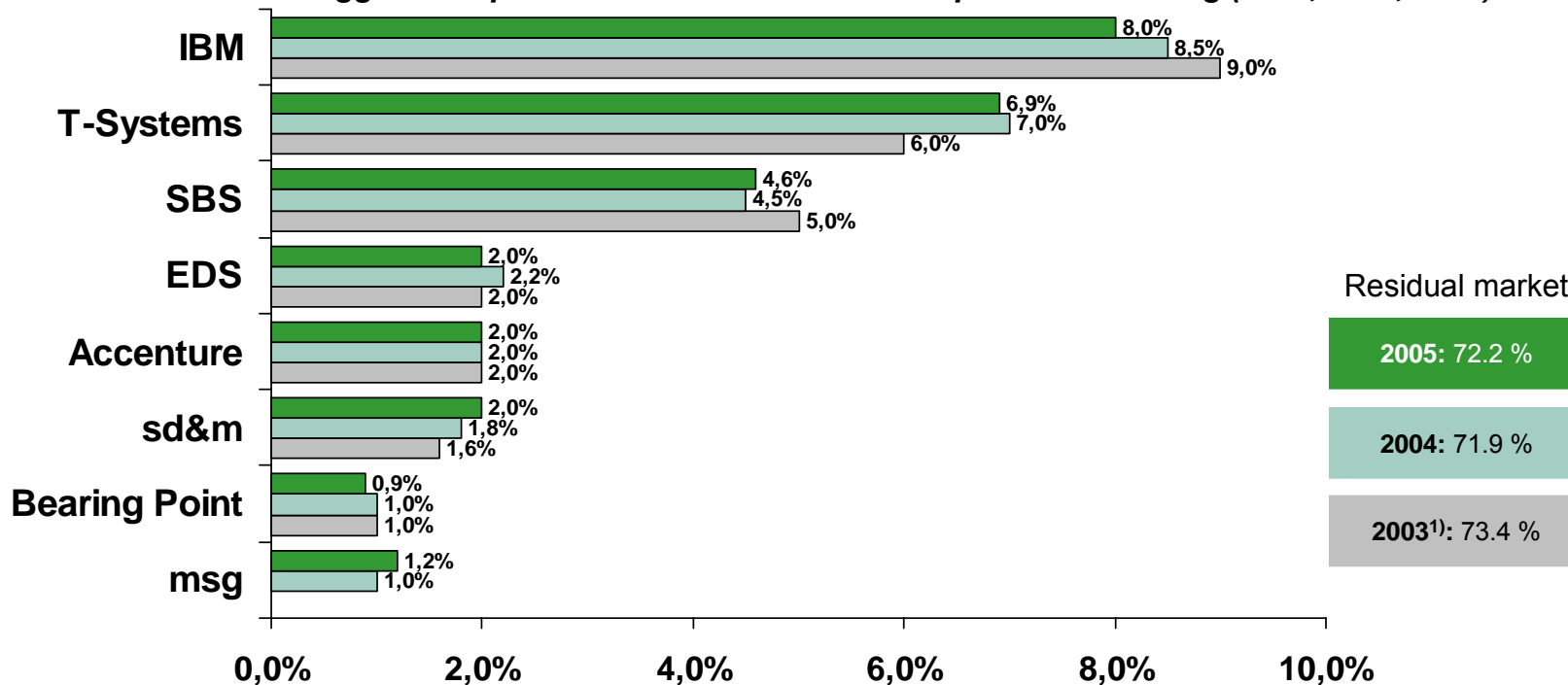


## A selection of development projects references

Customer	Project
	<p><b>Warranty System (CAESAR)</b></p> <ul style="list-style-type: none"> <li>■ Worldwide warranty and goodwill management system</li> <li>■ fully object-oriented, rule-based claims system</li> </ul>
<p><b>COMMERZBANK</b> </p>	<p><b>Payment Transactions (DTA 2000)</b></p> <ul style="list-style-type: none"> <li>■ System for domestic payment traffic, efficient and fail-safe</li> <li>■ handling 3 million transactions per hour, 100 clearing partners</li> </ul>
<p>DAIMLERCHRYSLER </p>	<p><b>Global Ordering (GO)</b></p> <ul style="list-style-type: none"> <li>■ Worldwide customer order processing system for built to order Mercedes Benz, Maybach and Smart, largest sd&amp;m project (approx. 60 sd&amp;m employees)</li> </ul>
<p>Deutscher Wetterdienst </p>	<p><b>Meteorological Visualization System (NinJo)</b></p> <ul style="list-style-type: none"> <li>■ High-performance with Java, platform-independent and flexibly configurable, many partners, leading meteorological project in the world</li> </ul>
<p>HypoVereinsbank </p>	<p><b>Automatic Trading Platform (AHP)</b></p> <ul style="list-style-type: none"> <li>■ Application for bond trading, real-time link to stock exchange</li> <li>■ Java/J2EE with application server (Weblogic, Toplink)</li> </ul>
	<p><b>Integrated Order Management (IAB)</b></p> <ul style="list-style-type: none"> <li>■ Unification of order clarification and processing after the merger of Thyssen and Krupp-Hoesch</li> </ul>

# The fragmented German IT market offers further potential for acquiring market shares

Market shares of the biggest competitors for individual software plus IT consulting (2003, 2004, 2005)



Sales figures adjusted by PAC on the basis of new findings

**IBM** – Reduction, as original IBM figures were miscalculated (sales from AM were taken into account; although these may have occurred in BCS, they belong in outsourcing).

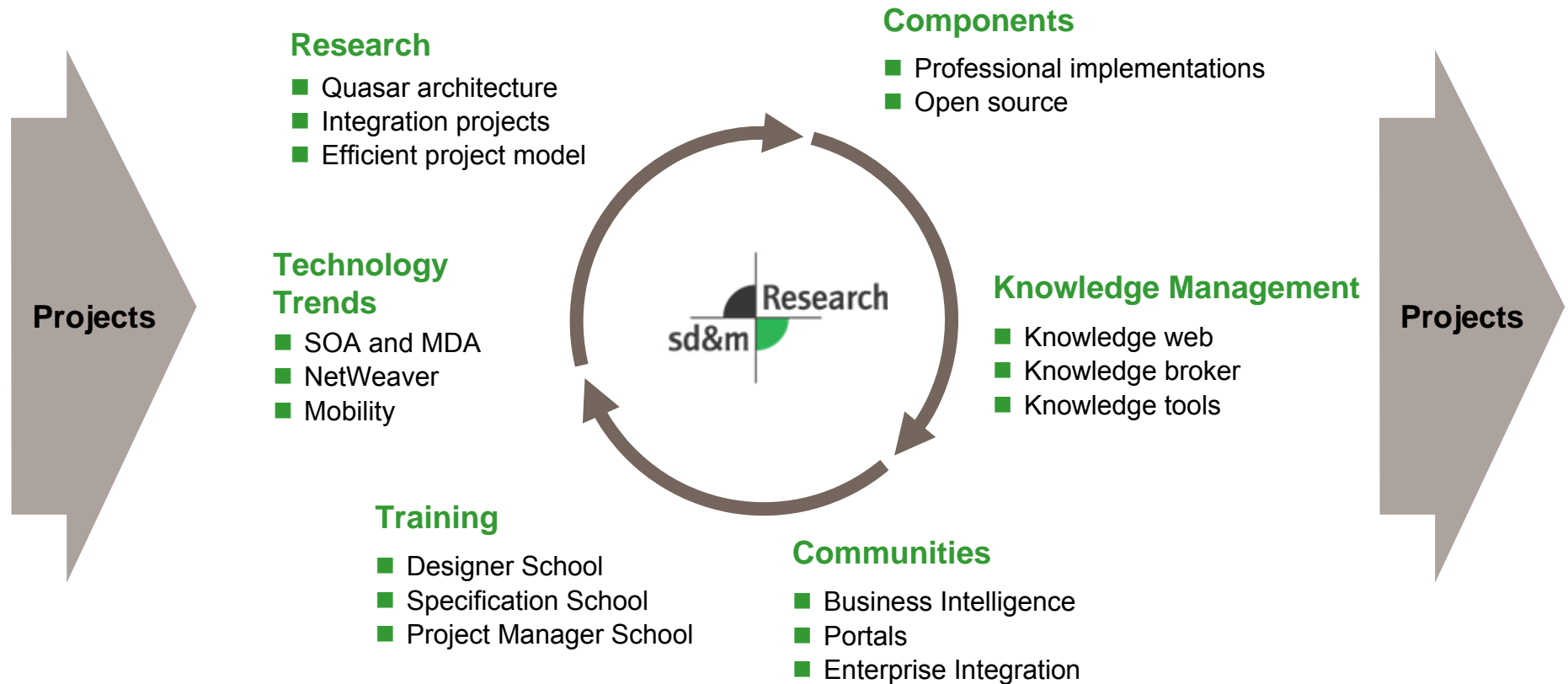
**T-Systems** – Sales adjustment due to resegmentation within DTAG (the T-Systems unit BS was allocated sales from T-COM).

**EDS** – Sales adjustment due to new information received.

**BearingPoint** – Sales adjustment due to new information received (problems with the Bearingpoint balance sheet!).

<sup>1)</sup>Data from 2003 has no decimal places, so only limited comparison possible. sd&m share subsequently shown with decimal place.

# sd&m Research is our think tank



*„It's the people who  
make the projects"*

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