

Visit us at Industrial Transformation ASIA-PACIFIC

The Asian-Pacific region is a market with huge potential for digital products and services. As an esteemed German company, **EASY SOFTWARE AG** aims to enhance its business in the APAC market and wants **YOU** to be a part of it.

EASY SOFTWARE, headquartered in Mülheim an der Ruhr, Germany, is one of the regional **market leaders** for multi-industry software products and solutions. With international subsidiaries in **Europe, Asia and the USA**, EASY SOFTWARE is active in 60 countries – offering solutions **on-premises, in the cloud and on the go**.

EASY SOFTWARE has been engaged **in the Asian market since 2007** and has established local support business in Singapore. With four partners in Asia, EASY is present in Malaysia, Singapore, Hong Kong, Thailand and Japan.

A major part of EASY's recent company strategy **EASY 21** is internationalization through partners. EASY SOFTWARE aims to double its Asian partner network in order to cover more major APAC countries (China, India, Indonesia, Australia and South Korea). Existing partnerships are also to be strengthened. The goal is to **serve local customers** more directly as well as to **enhance awareness** for EASY as a global player and trustworthy partner in the APAC region.

The Asian market has been pioneering digitization for years. For that reason, the **knowhow and expertise of Asian partners** is especially valuable for EASY's future endeavors. Business in Asia is **set to increase** by more than double in 2020.

Therefore, EASY SOFTWARE has decided to partake in one of Asia's most important fairs for digitization. Experience EASY SOFTWARE at **Industrial Transformation ASIA-PACIFIC** by visiting our booth on 25 October.

Discover our most exciting solutions and services, such as our **EASY ApiOmat** multi-experience platform – one of the world's technologically leading platforms in the digitization of business processes.

Get to know **EASY Content Services**, an open solution in Enterprise Content Management (ECM), offering a high degree of integration capability into existing IT infrastructures.

Learn about **EASY for SAP®**, an integral component of the EASY solutions used to extend and optimize existing SAP systems and cloud platforms.



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Register for an Interview with EASY SOFTWARE CEO Dieter Weißhaar

We invite all journalists to one-on-one meetings and interviews with our CEO Dieter Weißhaar as well as our digitization specialists present at the fair.

REGISTER NOW by contacting [Lisa Skelnik](#) and arrange your personal appointment.

We can't wait to meet you at **Industrial Transformation ASIA-PACIFIC** in Singapore!



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PRESS INVITATION

About EASY SOFTWARE AG

EASY SOFTWARE AG, with its headquarter in Mülheim an der Ruhr, Germany, is developing intuitive and customized software products and services for customers for the digitization of business processes for since 1990. These products can be seamlessly integrated into existing systems and automate, mobilize, and optimize their customers' workflows worldwide. EASY provides these solutions on-premises, in the cloud and mobile.

With over 13,600 cross-industry installations, EASY SOFTWARE AG is one of the market leaders for software products and solutions in Germany. Since its foundation in 1990, the company has been active in 60 countries and currently has 387 employees. The EASY SOFTWARE has a network of around 100 partners. Its international subsidiaries are located in Europe, Asia and the USA.

At the end of 2018, EASY SOFTWARE AG made the significant technology acquisition of Apinauten GmbH from Leipzig, which offers the multi-experience ApiOmat platform. It will provide access to new customer segments in the attractive and fast-growing cloud business.

Following the merger of Apinauten GmbH with EASY ENTERPRISE SERVICES GmbH in August 2019, the ApiOmat platform operates under the EASY APIOMAT GmbH banner.

In fiscal year 2018, the EASY SOFTWARE Group generated revenues of EUR 46.6 million.

Please find more information on www.easy-software.com.

About Industrial Transformation ASIA-PACIFIC

Industrial Transformation ASIA-PACIFIC, a HANNOVER MESSE event is Asia-Pacific's leading trade event for Industry 4.0! The event brings together an ecosystem of manufacturers, government agencies & businesses ranging from multinational corporations (MNC) to small and medium enterprises (SMEs) to shape and support their transformation initiatives. Organised by SingEx Exhibitions and International Partner, Deutsche Messe, Industrial Transformation ASIA-PACIFIC 2019 receives strong support from the Singapore government agencies such as the Agency for Science, Technology, and Research (A*Star), Economic Development Board Singapore (EDB), Enterprise Singapore (ESG), JTC Corporation and Singapore Tourism Board (STB).

EASY SOFTWARE AG and partners are exhibitors at this event with an own booth.



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