

Press release

Successful competition entry

Andrä AG takes 2nd place in MuM Awards 2009

Berlin, 1st April 2009 - By means of its MuM Awards the German business magazine Markt und Mittelstand recognizes outstanding cost-effective services from medium-sized companies. Andrä AG took 2nd place in the category "ICT Innovation for medium-sized companies" in this year's awards for its web-based Translation Management System ontram. The award criteria included the level of innovation and practical applicability of the submitted solution as well as the relevance of the innovation to other companies.

As fully browser-based software for the management of translation processes, ontram offers considerable potential savings on company and product communications. The intuitively operated solution enables the cross-system transfer of contents, data and workflow information as well as real-time access to the latest version of the data. In this way, companies are able to rely on more efficient, transparent and cost-effective translation and market adaptation processes.

„We detect a significant need for innovative solutions to enable speedy time-to-market spans particularly in medium-sized companies and export-focused industrial enterprises. In this context, we were convinced by ontram as a web-based solution", explains Michael Dörfler, Technology Editor with Markt und Mittelstand, referring to the solution presented by Andrä AG.

„We are very pleased with our ranking in the Markt und Mittelstand Awards", said Sven Christian Andrä, founder and chief executive of Andrä AG. „The growing demand for TMS solutions and the positive client feedback underscore the jury's assessment. We believe that in 2009 translation management will become an important issue for medium-sized companies."

TOP 3 in IT Innovation Award

The Medium-Sized Companies' Initiative also testifies to the innovation potential of the ontram Translation Management System. Under the patronage of the Federal Ministry of Economics and Technology, the Initiative honoured the winners of the IT Innovation Prize at this year's CeBIT. Awards were made for the most appropriate IT solutions for medium-sized companies. Andrä AG achieved 3rd place in the Content Management category for its ontram software.

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2,281 characters (incl. spaces)

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www.andrae-ag.de/EN/press/*

About Andrä AG

Andrä AG, whose headquarters are based in Swabian Straubenhardt, and which has branch offices in Berlin, Karlsruhe and Darmstadt, was founded in 1999. Since that time, Andrä AG as an independent service provider and manufacturer of sophisticated software products has been supporting companies in the systematic optimisation of translation and adaptation processes. ontram, the Online Translation Management Framework of Andrä AG is currently enjoyed by more than 1,000 users in the processing of over 10,000 translation tasks a year in any language by means of this intuitively usable software. Thanks to its fully web-based approach, open interfaces and the integration of all project participants within a shared workflow, ontram enables an efficient translation management and market adaptation in real-time. Reference clients include Daimler AG, Robert Bosch GmbH and Raytheon Professional Services.

www.andrae-ag.de

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