



## Joint Technology Conference at the Hasso Plattner High Tech Park

*Combining BPM, SAP, and User Research: One proven formula to propel innovation and to maximize efficiency in real-life corporate IT environments*

H&D International Group and D-LABS GmbH are jointly organizing this exciting conference about new business technologies.

Location: Hasso Plattner Ventures, August-Bebel-Str. 88, 14482 Potsdam, Germany

Time: Friday, April 16th 2010 from 13:00 to 17:00

This technology conference will address the question on how to diligently introduce Business Process Management (BPM) solutions, based on SAP technology, to a business organization.

D-LABS and H&D International Group have joined forces to answer these questions with many hands-on examples and best practice strategies. This includes speaking about all important integration issues that come with BPM. One of them is that every BPM solution needs to be customized and aligned to the organizational context of a company.

Joern Hartwig, Co-Founder and CEO of D-LABS, said "Many integrators and vendors exist out there to deliver Business Process Management solutions to corporate clients. However, often these efforts fail to lead to quick business results. That's mainly due to the fact that integrators often neglect the needs of the human being, who at the end has to use the BPM solution. We propose to include thorough User Research in any BPM integration project in order to increase user satisfaction and user productivity."

For that D-LABS has teamed up with H&D International Group to offer that User Research experience, but also to deliver technology excellence and to look back at a full range of reference projects.

"BPM solutions have to evolve around the business and user needs and not the other way around", says Mr. Wolfgang-Joachim Schmälzle, General Manager H&D IT Professional Services GmbH.

During its extensive buffet lunch participants have the chance to network with peers, vendors, and potential clients.

The official conference language is German.

A detailed session description can be found on [d-labs.com/news](http://d-labs.com/news).

Space is limited, register today. Please visit register by phone or email with Marc Wuesthof.

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About D-LABS GmbH:

Since 2006 D-LABS has excelled in bringing the value of thorough User Research to complex software and requirements analysis projects. Through its comprehensive consulting services D-LABS enables its corporate clients to innovate and to produce real results with real business benefits.

Being part of the Hasso Plattner Ventures portfolio, D-LABS has successfully completed more than a dozen User Research projects on integrating SAP technology.

About H&D International Group:

The H&D International Group is a new generation, fully integrated, worldwide active IT service organization with its headquarters in Wolfsburg, Germany and over 20 subsidiaries. With more than 10 years of success we employ over 1,200 employees in diverse IT projects. Due to our corporate structure, our diverse field of activity and our high technical qualification we are able to offer problem solving competence in almost all areas in the modern IT world. We consolidate the background experience of an international concern with the flat level of hierarchies, the flexibility, and the speed of reaction of a mid-sized company.

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