

Press Release

visionapp AG continues to raise its profile as an application delivery provider

Masterbit GmbH becomes visionapp Solutions GmbH

Eschborn/Lich, October 1, 2008/Kn: visionapp Solutions GmbH was formed on October 1, 2008 on the basis of the merger of Masterbit GmbH, which has been part of the visionapp Group since the beginning of the year, and the business unit visionapp Enterprise Services. This is a further step forward in the strategic reorganization of the visionapp Group. The Group's parent company, visionapp AG, will now focus on the global marketing of highly scalable products in the "Software + Service" sector.

visionapp Solutions GmbH offers mid-sized and large enterprises unique services for centralized application delivery solutions: from IT strategy planning through to implementation of the complete platform and development of trend-setting .NET applications. The methodology of the "visionapp Application Delivery Framework" (vADF) ensures the company has an extremely innovative reference model that allows customers to quickly and successfully realize IT efficiency improvement programs, cutting costs and energy consumption by more than 30%.

"visionapp and Masterbit have an excellent track record for providing comprehensive and competent support in all matters concerning the centralized delivery of applications," explains Jörg Krick, CEO of visionapp AG. "The growing importance of the "Software + Service" sector and the trend towards increasing internationalization requires clear positions which we adopt, among other things, by concentrating our solutions in visionapp Solutions GmbH."

The new company will be managed by Masterbit founder and CEO Manfred Hill (Development, HR, and Finance), Thomas Müller (Strategy and Consulting), Thomas Gierich (new Sales and Marketing Manager), and Thorsten Göbel (Application Delivery Services) from visionapp Enterprise Services. visionapp Solutions will utilize its extensive, manufacturer-independent know-how to plan, develop, and optimize IT platforms throughout Germany.

In recent years, the former companies of visionapp Solutions GmbH have transformed more than 250,000 workspaces at six of the ten largest financial institutions in Germany into modern application delivery infrastructures. "Companies from the public, trade, and logistics sector

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also profited from our experience of more than 10 years", says Thomas Müller. "With the support of our consultants, they can still access our future-oriented methodology in the form of the visionapp Application Delivery Framework (vADF)."

vADF consists of ready-made IT platform-design concepts in combination with field-proven solutions which customers can use to quickly create an efficient IT platform. Thanks to the high degree of shared services, vADF solutions are characterized by their cost-effectiveness in the field. vADF also includes the latest application delivery and virtualization technologies from leading manufacturers, such as Microsoft, Citrix, and VMware, as well as visionapp products. A major role is played by the highly efficient operated model of the vADF methodology, which helps customers reduce costs by more than 30% when operating complex IT infrastructures. visionapp also offers cost-effective part outsourcing, optionally from a central service desk or directly at the customer's premises.

Another unique feature of visionapp Solutions is the experience and expertise when implementing provisioning and user self-service solutions that cut running costs by automating frequent IT change processes. The range of services is rounded off by .Net development services, resulting in sophisticated, customer-specific applications, e.g. for the Munich based German Automobile Club (ADAC) with its web platform adac.de.

visionapp AG continues to forge ahead with international expansion and has set up subsidiaries in the USA and UK this year. The company focuses on the marketing of highly scalable products in the "Software + Service" sector through a certified global partner network.

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About visionapp

visionapp is an internationally renowned provider of application delivery solutions. The visionapp Group offers professional consulting, technologies and services that enable the smooth and efficient centralized delivery of applications.

The company's trend-setting application delivery concept and the vADF methodology are the result of the close cooperation between its three business units - visionapp Solutions, Software Products, and Hosting Services. These field-proven solutions allow visionapp customers to significantly reduce IT costs, improve user experience, and increase agility.

visionapp AG, headquartered near Frankfurt, Germany, is a private corporation and has subsidiaries and offices in the UK, USA, Austria, and Switzerland, with over 160 employees worldwide.

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