

Software Made in Germany

Rolf Chung, Bundesverband IT-Mittelstand e.V.
(BITMi)

BMWi-Markterschließungsprogramm für KMU



Federal Association of IT-SMEs of Germany

Software Made in Germany

- **Who are we?**
- **The German IT industry**
- **Our activities**
- **Software Made in Germany**



Our network

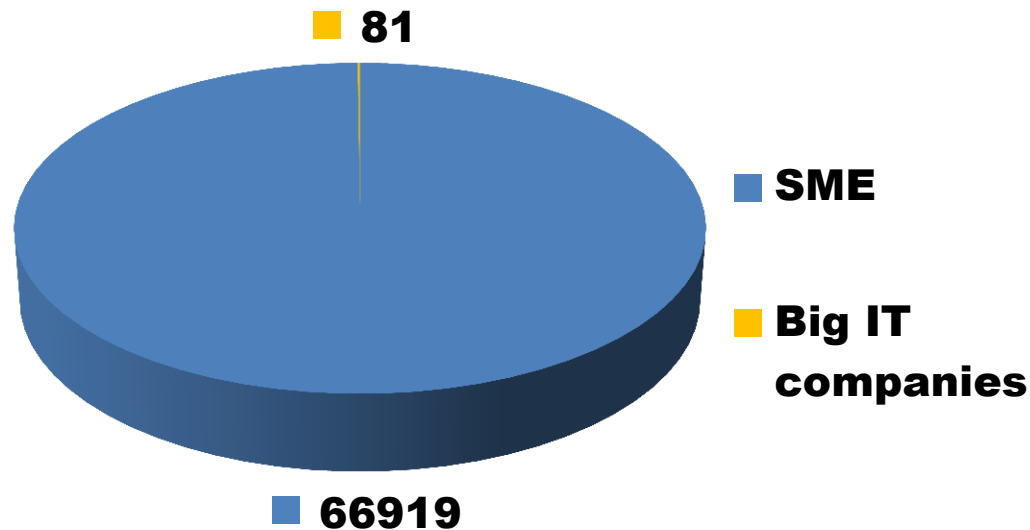
- **The BITMi is representing more than 1000 ICT-SMEs with several billions euros revenue.**
 - **Umbrella association**
 - **PIN-SME - PanEuropean ICT Network for SMEs**
-

Our objectives

- **Support ICT-SMEs in Germany and whole Europe**
 - **Create employment through innovation**
 - **Assist startups and SMEs entering new markets**
 - **Support new business models**
 - **Political positions:**
 - **No software patents, pro IPR**
 - **Standardization adapted to the needs of ICT-SMEs**
 - **Interoperability**
-

Who are we representing?

Ratio of IT-SME and big IT companies



- **IT companies in total in Germany: ca. 67.000**
- **Definition: Less than 50 millions Euro revenue are SME**
- **Only 81 not SME**
- **Annual IT revenue growth rate: 4.5 percent**

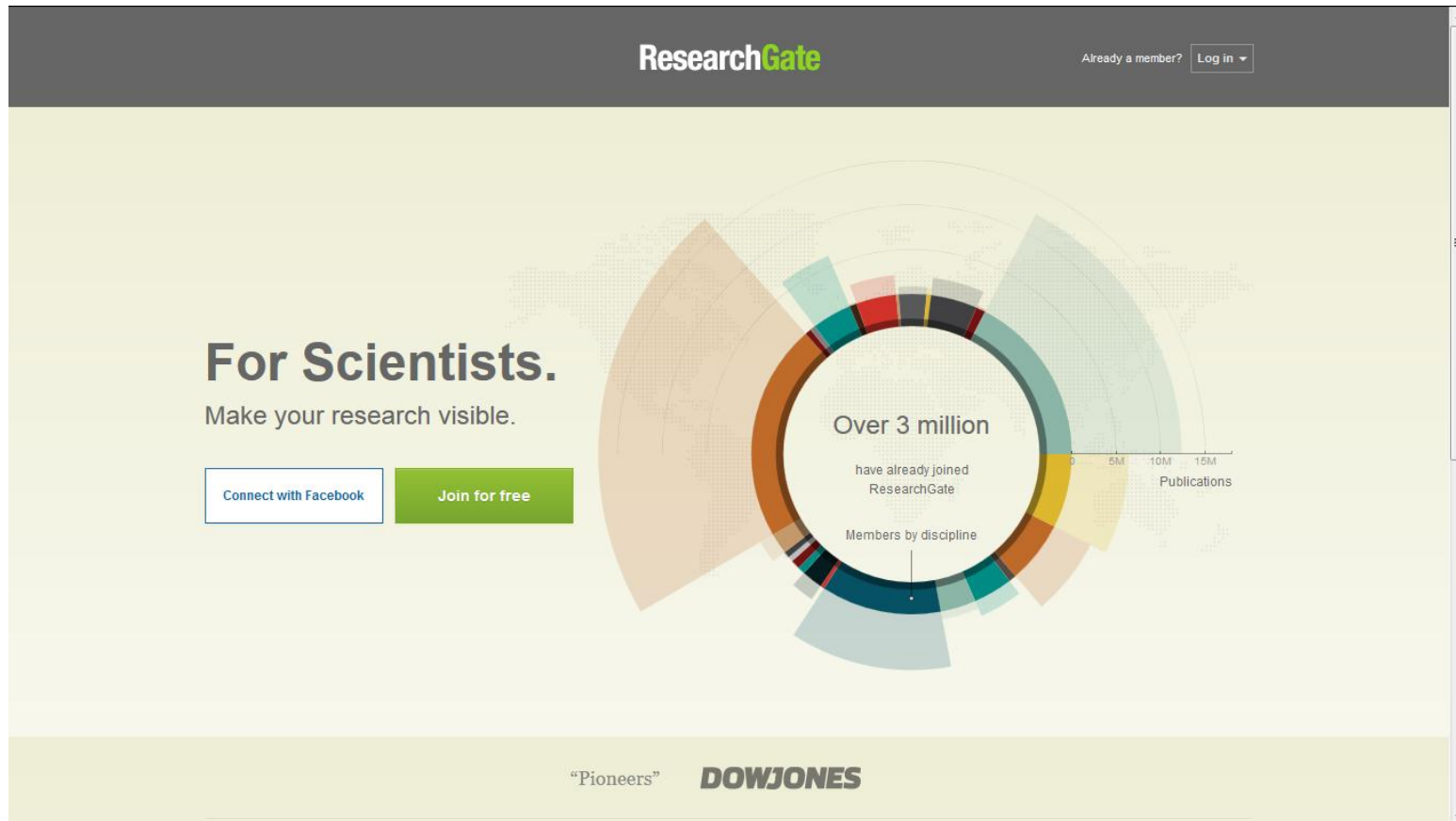
Strengths

- **Enterprise software**
- **Cyber-physical systems**
- **Workplace solutions**
- **System integration**
- **Onlinegaming**
- **IT security**
- **Embedded Systems**

Could be better

- **Public Cloud**
 - **Content delivery**
 - **E-Commerce**
 - **Social networks**
-

Social network from Germany



The image shows a screenshot of the ResearchGate website. The header is dark grey with the 'ResearchGate' logo in white and green. To the right of the logo, there is a link 'Already a member?' followed by a 'Log in' button with a dropdown arrow. The main content area has a light beige background. On the left, the text 'For Scientists.' is in a large, bold, dark font, followed by 'Make your research visible.' in a smaller font. Below this text are two buttons: 'Connect with Facebook' (white with a blue border) and 'Join for free' (solid green). To the right of the text is a large, stylized circular graphic. The graphic consists of a central circle with text inside, surrounded by a ring of colored segments. The text inside the central circle reads 'Over 3 million have already joined ResearchGate'. Below this, it says 'Members by discipline'. The ring of segments is colored in various shades of blue, green, orange, and red. To the right of the ring is a horizontal axis labeled 'Publications' with markers at 0, 5M, 10M, and 15M. The background of the graphic features a faint world map. At the bottom of the page, there is a dark grey footer with the text 'Pioneers' in quotes and the 'DOWJONES' logo.

ResearchGate

Already a member? [Log in](#)

For Scientists.
Make your research visible.

[Connect with Facebook](#) [Join for free](#)

Over 3 million
have already joined
ResearchGate

Members by discipline

Publications

0 5M 10M 15M

"Pioneers" **DOWJONES**

Current challenges

- **Cyber-physical systems**
 - **Software usability**
 - **Mass customatzion**
 - **SME Networking and internalisation**
 - **Platform as a service / web scaled IT-Services**
 - **Broadband Internet access**
 - **Mobile Apps**
 - **IT security**
 - **ICT education**
 - **Big data**
 - **Future workplaces**
 - **Smart machines and new devices**
 - **Internet of things**
-

What are we doing to support the ICT sme?

- **Interest group**
- **Research and Development**
- **Services**
- **Cooperations**
- **Certification services**
 - **ISO 9001**
 - **Software Escrow**
 - **Software Made in Germany**





- **Smart Design**
 - **Capable solutions**
 - **Intelligent production methods**
 - **Inspiring innovations**
 - **Professional customer services**
-



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Fragen? Rufen Sie uns an: +49 241 1890 558

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[Online-Messe 2013](#)

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[Zertifizierte Produkte](#)

[Zertifizierte Unternehmen](#)

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Letzte Neuigkeiten

22. 11. 2013

Zwischenstand

Koalitionsverhandlungen: BITMI-Forderungen aufgegriffen →

07. 11. 2013

Routerzwang hemmt Innovationen →

Schirmherrschaft:



Unter der
Schirmherrschaft des

Die Initiative "Software Made in Germany" steht unter der Schirmherrschaft des Bundesministeriums für Wirtschaft und Technologie. →

Eine Initiative des:



Der Bundesverband IT-Mittelstand (BITMI e.V.) ist der IT-Fachverband mit klarer Profilierung ausschließlich für mittelständische Interessen. →

Herzlich willkommen bei Software Made in Germany!

"Made in Germany" – drei Worte, die international als Synonym für höchste Qualität und begeisterte Kunden stehen. In zahlreichen Branchen genießen Produkte aus Deutschland heute einen hervorragenden Ruf.

The screenshot displays the BITMI website interface. At the top left is a circular seal with the text 'Software Bundesverband IT-Mittelstand Made in Germany' and '100% Service Qualität Zukunft'. The top right features a search bar and the text 'Fragen? Rufen Sie uns an: +49 241 1890 558'. A left sidebar contains a menu with items like 'Startseite', 'Über das Siegel', 'Online-Messe 2013', 'Praxisbeispiele', 'Zertifizierte Produkte', 'Zertifizierte Unternehmen' (highlighted), 'Detailsuche', 'Aktuelles', and 'Kontaktieren Sie uns!'. Below the menu is a 'Letzte Neuigkeiten' section with two news items dated 22.11.2013 and 07.11.2013. The main content area is titled 'Zertifizierte Unternehmen' and shows a grid of six company profiles, each with a logo, company name, and address.

Logo	Company Name	Address
	Aagon Consulting GmbH	59494 Soest
	ABAS Software AG	76135 Karlsruhe
	ADDISON Software und Service GmbH	71638 Ludwigsburg
	ADITO Software GmbH	84144 Geisenhausen
	AEB Software GmbH	33142 Büren-Ahden
	amaZervice UG (haftungsbeschränkt)	87499 Wildpoldsried

<http://www.software-made-in-germany.org>



Thank you



Thank you very much for your attention.
