

PRESS RELEASE

“ERP-System of the year” competition: weclapp honoured within the AI category

- *weclapp as a finalist in the competition "ERP system of the year" for the sixth time in a row*
- *weclapp belongs to the first movers by AI-supported tools in ERP*
- *Expert jury praises multitude of helpful functions*

Frankfurt, November 2, 2021 - weclapp SE, provider of the cloud-based ERP platform of the same name, once again achieved a leading position in the "ERP System of the Year" competition (<https://system-des-jahres.de/>) and was awarded as a finalist on the evening of October 27. Chaired by Prof. Dr.-Ing. Norbert Gronau, University of Potsdam, a jury of experts evaluated the total of 35 nominated applicants based on seven criteria: Implementation methodology, customer communication, industry suitability, ergonomics, concrete customer benefit, research and development, and technology. The weclapp SE succeeded in advancing to the finals in the category "AI applications in ERP" and presenting weclapp's AI solutions in front of a jury of experts from science, business, and media. A total of 19 software providers competed in 8 categories in the final.

Dr. Johannes Mehrer, Head of Research and Development at weclapp, referred in his presentation to the manifold possibilities of data usage in ERP. The vision: in a five-step process, AI should enter the company as a trainee and team member, learn and gain experience, and increasingly suggest actions until it can make its own decisions. Using current projects in the areas of e-commerce and CRM as examples, the neuroscientist, who holds a PhD, presented mechanisms for automatic data recognition, price benchmarking, lead generation, individualized advertising campaigns and much more. In doing so, he addressed the importance of collaboration between academic research and product development. The construction of InnoHub, the future AI research centre of weclapp SE in Würzburg, will serve exactly this purpose. In the jury's view, this project can set new standards in the field of AlaaS (Artificial Intelligence as a Service).

The jury praises the ability of the weclapp platform to map business processes quickly. The possibilities of onboarding, also by system houses, are diverse and structured. With

expertise in SEO (search engine optimization) and a strong focus on online marketing, weclapp operates successful customer communication. The application of "modern marketing and sales methods," the jury acknowledges, continue to be used in a targeted manner to promote organic growth and strengthen customer loyalty across all information channels.

In the area of technology, the cloud solution convinces the jury with its open platform architecture and its flexible extension options thanks to numerous plugins from the weclapp store. The multitude of collaboration functions was singled out as a particular highlight and, in an above-average overall score of 804 out of a possible 1,000 points, led to the jury's laudatory conclusion: weclapp offers very good intuitive ergonomics, combines a multitude of helpful functions and successfully contributes to the further development of artificial intelligence in ERP.

"We are working with firm determination and a lot of diligence to democratize AI for small and medium-sized enterprises and feel confirmed in our approach and procedure. The fact that we consciously decided to train AI models with our own hosting and thus against the use of mainstream cloud providers is appreciated," Johannes Mehrer concludes.

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About weclapp

weclapp SE was founded in 2008 and has been offering the cloud-based platform of the same name since 2013. Since market entry, the company has grown by an average of almost 100% (CAGR) and is turning a profit. With Software-as-a-Service (SaaS), it mainly addresses small and medium-sized enterprises, with integrated ERP (Enterprise Resource Planning) and CRM (Customer Relationship Management) functionalities in particular. Customers thus have unrestricted access to their business transactions and data from any Internet-enabled device and from any location connected to the Internet. With storage and computing capacities in Germany and Switzerland and ISO 27001 certification, weclapp offers a high level of data security. The platform has repeatedly won awards as ERP system of the year. weclapp SE operates out of Frankfurt am Main and maintains branches in Marburg, Kitzingen, Karlsruhe, and Worms. It is a subsidiary of Marburg-based 3U HOLDING AG.

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