

*Business Intelligence Solutions
For The Hotel And Foodservice Industry*

HOGATEX SOFTWARE GMBH
COMPANY PROFILE

 **hogatex**[®]
way to success



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I. INTRODUCING: HOGATEX SOFTWARE GMBH

Established in 1980 by Richard Kürzl, Hogatex is today one of the world's leading providers of business intelligence solutions in the hotel and foodservice industry. Solutions provided cover all of the hospitality industry's needs: property management, point of sale, revenue management, central reservation systems as well as support, training and consulting.

YOUR BENEFIT?

One product suite on one database.
And: Complete Microsoft Office integration.

Hogatex has more than 130 employees and 20 licensed Hogatex Business Partners who are serving more than 1,500 installed users. Today Hogatex' solutions are available and operating in 20 different languages - including Chinese - in more than fifty countries. Results of fiscal year 2001 sum up to 12.7 million Euros.

DEDICATED TO SERVICE & QUALITY

Hogatex provides 24 x 7 support (customer care / hotline) and continuous training. The Hogatex consulting team is highly experienced and well trained. Owing to the constant dialogue between Hogatex customers, Hogatex

software development and the quality control department, we perform a continuous value adding process for our customers that comprises the three elements:

1. SOFTWARE

2. CONSULTING AND

3. SERVICE

*To decide in favour of Hogatex
Software Solutions means:
More than 22 years of industry
experience will work for you!*

II. FACTS & FIGURES ON HOGATEX

COMPANY NAME	Hogatex Software GmbH
MANAGING DIRECTOR	Richard Kürzl
OWNER	Since October 16, 2002 Optims S.A., France is holding 100% of Hogatex.
YEAR OF FOUNDATION	1980
HEADQUARTERS	Baldhamer Straße 39, 85591 Vaterstetten b. München, Deutschland
FURTHER BRANCHES	Berlin (D), Zurich (CH), Vienna (A), Singapore (SGP), Helsinki (FI)
NUMBER OF EMPLOYEES	Worldwide approx. 130, approx. 85 in the headquarters in Vaterstetten
BUSINESS PARTNERS	approx. 20
LINE OF BUSINESS	Business Intelligence Solutions for hospitality and foodservice industry, software implementation, consulting, project management and - planning, user training
PRODUCTS	<p><i>Own development:</i></p> <p>Property Management Systems (PMS) Hogatex Starlight® Front Office Hogatex Starlight® Corporate Conference Manager (CCM) Hogatex Starlight® International Financial Management System (IFMS) Hogatex Starlight® Sales & Marketing HogaNET Room Reservations via Internet</p> <p><i>Partner development:</i></p> <p>especially for Spas and Resorts: Reservation Assistant from TAC (A)</p> <p>Customer Relationship Management (CRM) • Amateo Guest Relationship Optimisation (GRO) from Amateo (IR)</p> <p>Revenue Management System (RMS) • Optims.Yield from Optims (F)</p> <p>Point of Sale System (POS) • InfoGenesis Revelation from InfoGenesis (USA)</p> <p>Back Office Systems / Enterprise Resource Planning (BO/ERP) • Check from Moreton Bay Technology (AUS)</p> <p>Central Reservation Systems (CRS) • Optims.CRS from Optims (F) • Xenon from Hotel Data Systems (USA)</p>
TURNOVER	12,7 Mio Euro (fiscal year 2001)



III. HOGATEX MISSION

Hogatex has built a unique network of IT specialists for the hospitality industry, spanning the globe. Our international top executives ensure that workflow in your hotel is significantly improved - no matter where in the world you are located and what national requirements need to be taken into consideration for your property. Our team provides decades of experience within the superior hospitality industry - consulting chain hotels as well as individual hotels and other corporations (for management of meeting and event facilities).

Improved workflow leads to higher efficiency and increased satisfaction for your hotel staff: consequently, your profits will rise.

We consider our day-to-day business as a race for quality without a finish line. Every member of the Hogatex community - i. e. management, employees and certified resellers and business partners - is dedicated to a single aim and that is: To improve working life in hotels!

IV. HOGATEX VISION

We want to build a worldwide Hogatex Community. In every single country of the world we want to be known as THE expert in terms of world-class software, world-class consulting and world-class training.

What is more we strive to be THE integrator - especially when it comes to complex projects for chain hotels. "WE" in this context means:

"Hogatexans" and that is: Hogatex employees as well as our highly qualified partners. We deliver not only "best of breed" or "best of class" but **world-class** solutions for every software-related need a hotelier might possibly have. Our strength is our great network. A network of competence.



OUR PERSPECTIVE ON PARTNERSHIP

In order to boost quality and thus exceed customer's expectations we created a partner portfolio that is dedicated to develop and drive quality in every single hotel software segment. The saying: "Nobody wins alone" is very true. Our perspective on partnership is to generate win-win-situations. We consider partnering - the capability of working out a fruitful, reliable business relationship with another company - as one of the core competencies needed in today's world; at least when it comes to doing successful business.

By virtue of our network - partnering with the best - we manage to deliver state-of-the-art technology and have enough time to face our customers not only technology-driven but as partners understanding every inch of the hotel's business and thus recommending the right solution for every property and its contextual needs.

Partnering for a "best of breed" offering including CRS (Central Reservation Systems), decentralized or centralized RMS (Revenue Management Solutions), web-based CRM solutions and other related revenue increasing systems, Hogatex is dedicated to delivering success to customers, seeking to improve customer satisfaction and ease of operations. Professional IT project management, strategic as well as operational consulting and constantly seeking to deliver competitive edge to the customer make Hogatex THE integrator to improve hospitality business.

This is how we

- *stay innovative,*
- *globalise strategies and strengths,*
- *manage the de-bottlenecking of problem areas.*

1. HOGATEX STARLIGHT® FRONT OFFICE

HogateX Starlight® Front Office is the industry solution that meets the most demanding requirements of the leading-edge hotel industry. Most advanced software technology as well as the use of the graphical user interface of MS-Windows make this software one of the most advanced Property Management Systems. This opens completely new dimensions in the daily work with the computer.

HogateX Starlight® Front Office is the ideal tool to efficiently manage all tasks within the Front Office domain.

The fully graphic, clear and easy user interface of HogateX Starlight® Front Office offers a comfortable and smooth work environment.

It comprises all fundamental elements such as browsers, buttons and dialog boxes, that characterise a high-performance Windows application. Program operation is done via mouse, function keys or keyboard. Permanent user guidance is guaranteed by help buttons and input help for each field.

With HogateX Starlight® Front Office the individual and tailor-made guest-service can be optimised and all the guest-related information can be used for selective, pinpointed, specific marketing campaigns. A complete MS Office integration and a central guest, company and travel agent index guarantees a fast and easy workflow.

2. HOGATEX STARLIGHT® CCM CORPORATE CONFERENCE MANAGER

HogateX Starlight® CCM is a software solution for large-scale companies from all branches of industry who want to use a "smart" room management solution coupled with an events and meeting planning system – and what's more, not just on building or branch level, but networked on a group level spanning the globe.

CCM allows a very economic formation of the work process. Data from the function sheet screen can be exported to MS Word at the press of a button. The Word import function also saves time because it is possible to copy entire function sheets. In addition - the designing of room and floor plans is easily done by the VISIO graphics program and changes in the graphic room plan are easily mouse-clicked (drag & drop function).

The standardised address database saves working time, too. What is more, this also applies to all other HogateX program modules, thus presenting a tremendous advantage. This is the essential basis for targeted one-to-one marketing in the hotel industry as well as in the event management business. A further advantage offered by this standardised database is the information in real time for all staff.

3. HOGATEX STARLIGHT® IFMS INTERNATIONAL FINANCIAL MANAGEMENT SYSTEM

Hogatex Starlight® IFMS is the accounting software especially developed for the hospitality industry. The integration between Front Office and Financial Management modules provides a more stable and time-saving interface. For example debtor accounts only have to be created once and can be used in both modules. Summaries like trial balances, ageing lists, and outstanding item reports give an overview of turnover and costs.

Hogatex Starlight® IFMS is client compatible and masters complete double entry bookkeeping. The users can choose between four different booking types.

The scope of services also contains reverse postings, turnover tax advance returns with an integrated official form, debtor and creditor analysis, replication, currency exchange booking, import and export of data.

And of course - the customer benefits from all the advantages of graphical user interfaces. The usage of toolbars permits a fast access to the required program function.

VI. HOGATEX PRODUCT FAMILY

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4. HOGATEX STARLIGHT® SALES & MARKETING

We understand "customer relationship management" firstly as a hotel's attitude towards its customers. This clearly means: Hotel staff are the protagonists that perform customer relationship management, because relations to guests can and need to be fostered only by people - not by software. What Hogatex contributes though, is a software tool empowering hotel managers and "hotel marketers" to run an efficient customer relationship management.

Today's hotels face the challenge of attracting guests in a highly competitive market. Their chance: an individual approach towards the guest. They cannot only focus on a mass market but need to identify their target market and view the single guest as transparently as possible. Hogatex Starlight Sales & Marketing enables the hotel to manage and improve customer relations (with the purpose of increasing room nights and thus revenue). Hotel staff can analyse guest information and is able to run selections following various criteria. That is why the guest file is the "heart" of all Hogatex' programs.

VI. HOGATEX PRODUCT FAMILY

Hogatex' CRM-related functions at a glance

Due to the central database solution, guest file information can be accessed from any other module belonging to the Starlight product suite: Front Office, Sales & Marketing, Conference & Banqueting, International Financial Management System.

- Administration and analysis of guest behaviour (via guest history and via time, create profiles for customers ...)
- Detailed administration of all contact persons known for each business customer
- Usage of as many segment codes as needed (i. e. golf player, leisure traveller, etc.) in order to cluster and specify the hotel's various target groups
- Top-flop-lists: analysis of high potential and low potential customers (evaluations with budget comparison)
- Easy administration and analysis of sales people's activities (resubmission system: reminder, due date, priorities, completion - via synchronization with Microsoft Outlook)
- Analysis of marketing & sales effects: i. e. what kind of package was a top-seller, what package had a poor performance?
- Administration of give aways
- Complete Microsoft Office integration
- Various mail merge possibilities: Mailings and staged mailings with precise target group selection options (mailings are created directly in Microsoft Word® from Hogatex Starlight Sales & Marketing).

But there is more, when it comes to the Hogatex mission of managing and integrating "best of breed" solutions: Hogatex integrates seamlessly through most modern XML technology with CRM solutions, local or web-based, provided through Hogatex partners or customer preferred solutions.

5. AMATEO GRO GUEST RELATIONSHIP OPTIMISATION - FOR HOTEL CHAINS

Amateo GRO is a customer relationship management solution specifically designed to assist companies in the hospitality and lodging sectors to increase their competitive advantage through more effective and timely decision making.

Industry leading clients such as Choice Hotels, Jurys Doyle Hotels and Shire Hotels have successfully used Amateo solutions to allow decision makers access to knowledge and information across the enterprise.

The Amateo GRO™ product suite consists of:

Amateo Data Warehouse

Amateo Data Warehouse is a "Data Warehouse in a box" for the hospitality industry, comprising a business model that takes into account all facets of an increasingly complex business right down to transaction level. The principles that underpin its design embrace classical data warehousing theory.

Amateo Loader

Amateo Loader is an industrial strength Extract Transform & Load Tool that comes with out-of-the-box connectivity to leading PMS vendors (Property Management Systems, i. e. Hogatex).

Amateo Portal

Amateo Portal is an executive dashboard application which allows users to specify the media to be used to view the Amateo applications.

Amateo 360°

Amateo 360° is an encompassing marketing campaign creation, planning, execution, monitoring and evaluation module. It enables the enterprise to leverage the power of the knowledge held in the Amateo Data Warehouse.

Amateo Affinity

Amateo Affinity is the solution to maximise your customer lifetime value with. Using Affinity you will enhance the profitability of loyalty schemes with incentives fitting the individual guest (one-to-one) and his consumer preferences. Thus "checked out guests" will be turned into profitable potential for repeat business.

Each module is fully web-enabled and based on Oracle's leading database technology.

6. TAC RESERVATION ASSISTANT

Reservation Assistant is a new and unique system specifically designed to manage all offers that go beyond just selling hotel rooms:

- Golf or tennis lessons with or without a trainer
- massages and various health treatments
- beauty applications
- riding lessons with or without a teacher
- conference rooms
- participation in a journey, a day trip or similar things
- reservations
- and everything else you have on offer for your guest

Allocation of trainers is optimized according to economic criteria. Guests can consume all offers cashlessly. With Reservation Assistant all data is available at the touch of a button. Thus a guest will be treated individually with reference to his preferences and habits. Reservation Assistant can be used in several places at the same time. What is more: Reservation Assistant can easily be combined with your existing software via XML technology.

7. INFOGENESIS REVELATION – THE POINT OF SALE SOLUTION (POS)

InfoGenesis Revelation takes information management to a new level. Revelation combines the ease of Windows with powerful data access to help food & beverage professionals make better business decisions. It is scalable for operators of all sizes.

The centralised database pulls the entire restaurant operation together, providing access to information from all levels of food & beverage and retail operations. With real-time transaction posting, up-to-the-minute information is always available. Users have access to a full range of report templates or can create customised reports through an off-the-shelf ODBC database program. Daily reports, report groups, and resets can be pre-configured and automatically generated at a specified time without interrupting POS operations.

Intelligent POS terminals provide complete data security. All data can be captured off-line at the POS terminal and transmitted to the server upon reconnection. Revelation also provides true multi-tasking, critical for 24-hour operations. All POS functions operate simultaneously.

8. OPTIMS REVENUE MANAGEMENT SOLUTIONS

Optims is a newest generation, property based, decision support system covering all the phases of hotel revenue optimisation.

Optims automatically captures data in the hotel's Front-Office system. The use of the system only requires twenty minutes of daily work by the Reservation Manager. Moreover, Optims will save precious time for hotel staff dealing with reports of all kinds and will allow them to concentrate on more profitable work.

Each night, Optims automatically takes a snapshot of booking and production information contained in the hotel's front-office system. A central strength of Optims is its ability to automatically analyse all data that extracted from the PMS and stored in its database. Optims builds and memorises a comprehensive set of demand models (or patterns) that are refreshed daily. The system has been designed to learn from data and is able to detect such changes in customer behaviour as, for example, a trend towards either later or earlier bookings. By the way, Optims offers more than 80 flexible analyses that are available by day, week, or month and by rate, yield class, or market segment.

Optims is a transparent decision support system and not a "black-box". The hotel management will define its own pricing strategies, depending on hotel characteristics (business versus leisure, competition...). Furthermore, the user may always override recommendations of the system.

9. BACK OFFICE / STOCK & INVENTORY CONTROL: CHECK E.A.M. (ENTERPRISE ACQUISITION MANAGEMENT)

Check is the enterprise solution for hospitality organisations with complex food and beverage operations such as hotels, cruise ships and casinos. Check EAM also manages the procurement of non-food and beverage operations, including asset maintenance, services and engineering supplies.

Most modern software technologies and the usage of the graphical user interface of MS-Windows make this solution a professional, modern and efficient tool.

Check manages inventories, purchases, storage, and gives control over all the associated costs. Recipe management, production planning, yield control, menu analysis, consumption statistics and month end reporting are some of the many features that are available. Check not only automates all of the food and beverage acquisitions, it can also completely automate the control for all non perishable items such as guest amenities, cleaning, stationery, engineering and operating equipment. Additional modules that boost the power of the system include non-inventory services and items, asset management, and maintenance services. On-line requests and approvals, web interface, Internet access and Electronic Data Interface further extend the boundaries of the supply chain and maximise the benefits of e-commerce.

10. OPTIMS.CRS - CENTRAL RESERVATION SYSTEM

Optims.CRS is particularly designed for call centres or centralised reservation systems of hotel groups or chains, but also for tourist information centres and tourism Internet websites. Optims.CRS solution is made up of three modules:

- WebRes enables hotels to sell their rooms via the Internet
- Optims Switch that distributes hotel rooms through GDS (Global Distribution Systems) and a large network of partners
- Optims.CRS, a complete tool of electronic central reservations that perfectly manage a hotel's call-center, available on a hosted server by Optims powered by Xenon®CRS.

Optims.CRS is an IT central reservation solution providing the hospitality industry with an Internet distribution channel and real-time / on-line reservations. The whole lot in ASP mode (Application Service Provider) to gain time and save costs. Optims.CRS can be fully-integrated within a website or within a call centre. Vacancies and rates are automatically managed, on-line reservations are booked in real-time, you distribute your hotel rooms through different electronic channels and via GDS (Global Distribution System).

11. XENON® CRS – CENTRAL RESERVATION SYSTEM

Xenon® CRS is the base technology for Optimis.CRS. Xenon® CRS is a marketing based central reservation system designed to maximize revenue and control inventory precisely for hotel companies. The powerful agent reservation interface is designed to support sales. The marketing driven packages module allows companies to implement conditions and rules based package marketing. Additional modules include groups, allocations and GDS connectivity. The new Xenon® CRS WEB integrates Internet reservations, allowing for reservation entry, and configuration management from the property level.

The central reservations software meets the demanding needs of a reservations call center for full service hotels and resorts. Functionality includes full guest history, reservation history, frequent guest and frequent flyer tracking, consumer affairs and the most powerful package module in the industry today including the ability to sell packages "on-the-fly".

This powerful and extremely flexible central reservation software lends itself to managing of marketing promotions, multiple levels of inventory and rate management, and has a full featured groups and conventions module, allotments and wholesaler handling module and even a module for full revenue management. The hotel and chain policies module is designed to handle the enforceable policy requirements of any hotel company.

The Xenon® CRS central reservation software is designed to handle most interfaces with property management systems, ACD or PBX switches, credit card verification, GDS interfaces including type A and type B or seamless, or even providing Internet interfaces with the leading Web based reservation services.

The parameterized Xenon® CRS InnSynch® software allows for inventory synchronization between CRS and multiple Property Management Systems.

Xenon® CRS is currently installed in reservation call centers ranging in size from 4 agents, and an annual call volume of less than one hundred thousand calls, to a call center with 200+ agents representing a call volume of over five million calls with excellent response time. Over 2500 hotels representing over 20 chains or management companies worldwide are dependant on the Xenon® CRS software for their central reservation voice center needs.

The central reservations software is backed with 24 hour/365 days support and an unlimited software warranty by Hotel Data Systems, Inc., a specialized software firm dedicated to development of sophisticated central reservations software and related information technology for the hospitality & travel industries worldwide. Founded in 1976, HDS has been providing software solutions for the hotel industry for over 20 years and is known for its software design and pragmatic ability to design and customize software.

VII. HOGATEX CUSTOMERS

(EXTRACT)

CUSTOMERS & HOTEL CHAINS

Renowned customers include *Accor*, the European market leader and one of the world's largest hotel groups with 3,700 hotels, as well as *Hyatt International*, *Meritus Hotels & Resorts*, the luxury group *Beachcomber*, *Howard Johnson Argentina*, the Swiss *Hapimag* group and *Restel*, one of the biggest hotel chains in Finland. Hogatex solutions are also used at the *Palace Hotel Gstaad*, *Beverly Plaza Macau* and *Montecasino*, Johannesburg. Other hotels and companies working with Hogatex solutions include *Burj Al Arab in Dubai*, *E.ON Düsseldorf*, *UBS Switzerland*, *Westfalenhallen Dortmund*, the *Unique Airport Conference Center* in Zurich and the *FIFA Fédération Internationale de Football Association*, Zurich.

Hotel Chains

- **Accor**
- **Apavou Hotels (RI)**
- **Arabella Country Estate, (ZA)**
- **Beachcomber (MU)**
- **Corus Hotels (AUS)**
- **Cumulus (FI)**
- **Golden Beach Hotels (Ghana)**
- **Günnewig Hotels**
- **Hapimag (CH)**
- **Howard Johnson (AR)**
- **Hyatt International**
- **Ibis**
- **IFA Hotel & Touristik AG (D)**
- **Manz Privacy Hotels (CH)**
- **Mercure**
- **Meritus Hotels & Resorts (SGP)**
- **Mondi Ferienclubs (D, A)**
- **Novotel**
- **Pannonia**
- **Park Plaza Hotels and Resorts**
- **Ramada (FI)**
- **Rantasipi (FI)**
- **Restel (FI)**
- **Rogner International (A)**
- **Seiler Hotels (CH)**
- **Sofitel**
- **SSG Hotels (CH)**

VII. HOGATEX CUSTOMERS

(EXTRACT)

INDIVIDUAL HOTELS

- Ascot Hotel, Kopenhagen
- BCA Comfort Hotel Lichtenberg, Berlin
- BCA Quality Hotel Wilhelmsberg, Berlin
- Burj Al Arab, Dubai
- Château de Bellinglise, Sainte Marguerite
- Classic Congress Hotel, Fellbach
- Fontainebleau Hotel, China
- Galaxy Hotel Shanghai, China
- Gräfliches Parkhotel, Bad Driburg
- Grand Zenith Hotel Hangzhou, China
- Gasthof Hotel zur Post, Bad Wiessee
- Hotel Bareiss, Baiersbronn
- Hotel am Schlosspark, Gotha
- Hotel Beverly Plaza, Macao, China
- Hotel Eggers, Hamburg
- Hotel Ermitage - Golf, Schönried/Gstaad
- Hotel Erzherzog Rainer, Wien
- Hotel Gethmann, Hüttgeswasen
- Hotel im Wasserturm, Köln
- Hôtel Mayfair Paris, Paris
- Hotel Mont Cervin, Zermatt
- Hotel Neptun, Kühlungsborn
- Hôtel Regina, Paris
- Imperial Hotel, Kopenhagen
- Hotel Olymp, Eching n. Munich
- Hotel Oranien, Wiesbaden
- Hotel Regency, Isle of Man
- Hotel Schönbuch, Pliezhausen
- Hotel Walter's Hof, Kampen/Sylt
- Karratha International Hotel, Australien
- Kurpfalz-Residenz, Leimen
- Loev Hotel Rügen, Binz
- Montecasino und Palazzo Inter-Continental, Johannesburg
- Palace Hotel, Gstaad
- Palais Schwarzenberg, Wien
- Park Hotel Bremen, Bremen
- Porta Berghotel, Porta Westfalica
- Residenz Limburgerhof, Limburgerhof
- Schindlerhof, Nürnberg-Boxdorf
- Schloss Hugenoep, Essen
- Schlosshotel Monrepos, Ludwigsburg
- Sturmhaube ON THE BEACH, Kampen/Sylt
- The Carlton Tower, London
- The Emirates Academy, Dubai
- Thermendorf Bad Blumau, Schweiz
- Wenzhou Olympic Hotel, China
- Westfalenhallen, Dortmund

VII. HOGATEX CUSTOMERS

(EXTRACT)

OTHER CORPORATIONS

- **Axica (belonging to DZ Bank), Berlin**
- **Collegium Glashütten (belonging to Commerzbank), Glashütten-Oberems**
- **The Diplomatic Club, Doha, Qatar**
- **E.ON, Duesseldorf**
- **FIFA, Lausanne**
- **Haribo, Bonn (Golfhotel Jakobsberg)**
- **Münchener Rückversicherung, Munich**
- **NOC*NSF, Arnhem (NL)**
- **Sanoma Osakeyhtiö (FI)**
- **UBS - Union Bank of Switzerland, Zurich**
- **Unique Airport Conference Center, Zurich**



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