

Diese Meldung kann unter <http://www.presseportal.de/pm/52352/1555829/eans-news-usu-starts-its-1st-international-road-show> abgerufen werden.

# USU Software AG

EANS-News: USU Starts Its 1st International Road Show

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Increasing the value added by your IT services

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----- Global  
Expansion

Subtitle: Increasing the value added by your IT services

Möglingen (euro adhoc) - "2010 - The Year We Make Contact": That's the slogan that USU, a leading German provider of software for Business Service Management, is using as it starts a road show scheduled to make stops in 9 different countries. The object of this series of events is to promote the international marketing of USU's Valuation® product line, which is already well established in Germany. In fact, the latest market studies conducted by renowned American analysts such as Gartner and Forrester recommend the use of USU's ITIL®-compliant software. Participants in the upcoming series of conferences will find out how they can consistently keep their IT focused on serving their business goals and processes. By doing so, companies can enjoy the benefits of cutting their operative IT costs by one third and being able to conveniently monitor and ensure the availability of mission-critical business processes. These trend-setting topics already attracted great interest from those more than 100 participants attending the first USU professional conference recently held in Riyadh, Saudi Arabia. The next landing station on the USU mission will be the Space Expo Center in Noordwijk, Holland. Along with its expert partners, USU will present solution scenarios designed to meet the challenges currently facing IT. Further information is available at <http://www.valuation-2010.com>

Valuation® is a modular suite of programs for business service management (BSM). The highly respected ITIL® consultancy Pink Elephant has certified the compatibility of USU's product line with 12 ITIL® v3 processes. With this certification, USU is now one of the three manufacturers worldwide that have met the high performance standards required to conform to 12 - and more - ITIL® v3 processes. Long-standing USU customers such as Allianz Shared Infrastructure Services, Poste Italiane, Swiss Re, MAN, MTU and Deutsche Telekom monitor and control all their IT systems and components supporting critical business processes right there at the interface between business and IT. Some key parameters in this process are minimizing the risk of IT outages (downtimes) affecting mission-critical business systems, ensuring transparency over all IT data as well as achieving cost efficiency and maintaining high levels of service quality.

"Within the past year alone, we were able to get a whole series of specialized local partners on board to help us promote our products in attractive foreign markets. That's why we're now starting our international campaign to present, jointly with our respective partners, our entire portfolio of products and to get companies interested in our practice-proven solutions in the area of Business Service Management. Our road show is using the name of the film "2010 - The Year We Make Contact", as its theme. That's because this film deals with the disastrous consequences of IT that takes off on its own," stated Sven Wilms, Member of the Board for Global Sales and International Services at USU.

About USU

USU is the leading European vendor for IT and Knowledge Management software. Long-standing partnerships connect USU with market leaders in all areas of the economy. USU solutions enable them to apply the added value of IT, to become more flexible, to save costs and to minimize business risks. USU was founded in 1977 and is headquartered in Germany.

With Valuation®, USU offers a powerful and feature-rich integrated suite of tools for Business Service Management all from one source. This modular suite, which is recognized by leading international analysts, received the international ITIL v3 certification from PinkVERIFY™. Customers use the USU KnowledgeCenter technology either in the form of an integrated research and navigation system or as a portal solution to activate all of an organization's knowledge.

Further information is available at [www.usu-ag.com](http://www.usu-ag.com)

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