

## **iPoint to open a customer service center in Shanghai**

iPoint delivers software solutions for cost-efficient business process communication along the value chain, used by industry leaders in the field of automotive and electronics.

We support our global customers by offering web-integrated tools, which are smart enough not only to manage automatically supply chain processes but also take into consideration product related compliance requirements, such as European ELV, RoHS and REACH regulations.

Our systems are able to establish active and business case triggered access to OEM portals (MACSI, Honda, JAMA/JAPIA, Ford GMIR, Daimler Powerway, and so forth) to retrieve project and product relevant information automatically. In this way, we help our clients to streamline business processes, save expenses and increase communication quality.

As to our client base, iPoint is the number one in web-integration in the Automotive industry. More than 160 automotive suppliers - 43 out of the world top 100 - use iPoint solutions - including customers such as Hyundai, Kia and Daimler.

Korean OEM Hyundai fulfills its compliance material requirements by using iPoint solutions. A large number of global Tier-1 such as Magna, Bosch, TRW, Hella, Mahle, like many other, manage their supplier network by using our supply chain expertise.

The iPoint concept has caught on because it's comfortable to integrate into existing back-end ERP and PDM/PLM-systems. Due to its innovative concept, iPoint has received various international and German awards in the recent years. Satisfied customers handed in several testimonials:

- "It saves a lot of time and afford and what they are doing simply works"  
*Ernst Scheipl, Peguform*
- "iPoint takes special care of the solutions of their customers"  
*Armin Rauscher, Magna Powertrain*
- "Because iPoint implement what really helps to optimize the workflow of their customers", *Wolfgang Loistl, Bosch Rexroth*

iPoint was founded 1<sup>st</sup> January 2001 by Jörg Walden, Francisco Benito, Michael Dreher and Hans-Peter Looft. Today iPoint has more than 50 employees and generated a turnover of € 4,3 million (43 million RMB) in 2007.

## Press release

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The company's headquarter is based in the German town of Reutlingen. iPoint operate sales and customer support offices in Dortmund (Germany), Paris (France), in Southfield (USA) and Bolton (UK).

In order to serve our customers in the Greater Asian region, iPoint has decided to setup a customer service center in Shanghai to offer global 24h service support in near future.

Our new business address in Shanghai:

### **iPoint China**

No. 1010 Huai Hai Road Central  
27/F Far Glory Business Center  
CN-200031 Shanghai  
Tel.: 0086-21-6103 1285  
Fax: 0086-21-61031288

A core team of three industry specialists and IT experts in a mixed European and Chinese Team are ready to serve our customers in the worldwide fastest-growing automotive market. The Shanghai operation shall also take on project inquiries and offer consulting services in the time to come.

The **iPoint Product Portfolio** includes the Value Chain Agent Suite, a smart agent technology that exchanges data between companies and also between corporate devisions such as Quality, Logistics, Sales and Standardization.

The Compliance Agent covers ELV, REACH, RoHS and RRR, up to DfE and LCA. Patents and Intellectual Property issues are integrated in the CIP Agent (Competitive Intelligence/Intellectual Property Agent).

