

Press Release

gicom GmbH Becomes gicom AG and is Named a “TOP 100” Innovation Leader in Germany

OVERATH, GERMANY – March, 30 2021 – Innovative software developer gicom GmbH, a leader in the optimization of the relationships between trade, wholesale distribution, cooperatives, co-operations and consumer goods industry, announced today that it has transitioned to become gicom AG. The German-based company also announced that it was again included on the “[TOP 100](#)” list of innovative companies from compamedia. gicom AG was previously named a “TOP 100” innovator in 2018.

Strengthening Staff Retention and Pushing Innovation

gicom AG offers its employees unique opportunities to grow and embrace the company’s innovation, team spirit and international opportunities. In addition to helping promote its staff to leadership roles, the company works closely with the University of Applied Sciences (FHDW) in Bergisch Gladbach, Germany, and the European University of Applied Sciences (EUFH) in Brühl, Germany, to offer dual-curriculum students the chance to perform the practical part of their studies at gicom. Also, gicom has established an educational training initiative with the Rhine-Bergisch district.

To strengthen staff retention, gicom has taken the next logical step: transitioning to gicom AG. The gicom AG executive board will be supported by a new supervisory board, consisting of Ulf Reichardt, former managing director of the Chamber of Commerce Cologne, Nobert Nelles, former member of the executive board of KarstadtQuelle AG, and Florian Reuter.

“We strive to get young people excited about our industry, our product and the company,” said Hans-Jakob Reuter, CEO, gicom AG. “37% of our staff are students recruited from the FHDW and EUFH. To us, helping our employees grow, no matter their age and experience, is a mission close to our hearts and one of the things that make gicom successful. With the decision to become gicom AG, we want to strengthen the relationship with our employees and let their voices be heard as we shape the company.”

Further Internationalization Ahead

[SAP S/4HANA for agreement profitability and negotiation by gicom](#) is an industry-leading solution extension for SAP software, delivering relationship management between suppliers and distributors, especially in trade and the consumer goods industries. The IT company offers a holistic solution for the agreement and negotiation process, featuring condition management, support during negotiation and automated settlement. More than 5,000 users in over 16 countries use the software – accounting for the negotiation of more than €100 billion and roughly €12 billion of conditional earnings.

“In the future, we want to expand our position as a leading provider in this area,” said Ulf Reichardt, chairman of the supervisory board. “Widening our international reach is part of that goal. Our current international projects include leading traders in South Africa, Switzerland and Italy.”

“As we make strides towards our future, we continue to push forward our continued dedication to innovation,” said Stefan Hilger, executive board member, gicom. “This is enabled by evolving our organizational structure and building upon our previous successes.”

TOP 100: 2021 gicom Among the “Innovation Leaders of Germany”

This year, for the second time in the competition’s 28 year history, gicom AG has been recognized as a “TOP 100” leader in innovation among German mid-sized companies. This recognition was the result of an analysis by the scientific leader of TOP 100, Prof. Dr. Nikolaus Franke. Ranga Yogeshwar, a member of the TOP 100 committee, together with Franke and compamedia GmbH, will honor gicom AG at an award ceremony in Ludwigsburg, Germany, on Nov. 26, 2021.

SAP® Partnership Provides an Additional Boost

gicom AG is an SAP partner offering SAP S/4HANA for agreement profitability and negotiation by gicom as a solution extension for SAP software, a capability of SAP S/4HANA that enables businesses to manage the entire lifecycle of bilateral agreements acknowledged between two parties, unilateral agreements as they pertain to scale of fees and charges and calculations based on such agreements. gicom has been cultivating a close partnership with SAP for several years, and continually updates its solution with the newest technology, currently SAP S/4HANA®. gicom benefits from the efforts that SAP is making in the direction of artificial intelligence and machine learning and incorporates those in its own development.

gicom has numerous additional innovations, such as price negotiations, promotion management and Real-Time Margin in its pipeline. Real-Time Margin is a unique calculation tool that provides end-to-end simulation and calculation across organizational levels and article dimensions in real-time, allowing the user to simulate complex calculation schemata. With this module, companies from the trading and consumer goods industry can calculate key figures like margin and earnings in real time.

About gicom AG

For more than 20 years gicom has successfully been developing software solutions for trade and the consumer goods industry. With more than 80 employees, gicom supports customers in over 16 countries and in all innovations mainly focuses on the optimization of processes in the relationships between trade, wholesale distribution, cooperatives, co-operations and consumer goods industry. The repeatedly awarded solutions use the newest SAP technologies, such as SAP S/4HANA, SAP Customer Activity Repository and SAPUI5.

TOP 100: the competition

Since 1992 compamedia has been awarding the TOP 100 seal to middle-sized companies for extraordinary innovative ability and outstanding innovative successes. The scientific management has been in the hands of Prof. Dr. Nikolaus Franke since 2002. Franke is founder and board member of the Institute for Entrepreneurship and Innovation at the Vienna University of Economics and Business in Austria. Mentor of TOP 100 is the science journalist Ranga Yogeshwar. Project partners are the Fraunhofer Society for the Promotion of Applied Research and the German Association for Small and Medium-sized Businesses. Supporting media partners of the comparison of companies are the manager magazine, impulse and promote & sell. More information: <http://www.top100.de>.

Photo

Caption: gicom AG board members Stefan Hilger (left) and Hans-Jakob Reuter (right)

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