

## **General**

### **Martin Jetter, CEO, IBM Deutschland GmbH, Stuttgart, Germany**

“CeBIT remains the leading platform for the IT industry. The show has started well for us. It has already delivered a number of high-quality leads, which leaves us feeling very positive about the days ahead.”

### **Frank Mihm-Gebauer, Press Spokesperson, Microsoft Deutschland GmbH, Unterschleissheim, Germany**

“CeBIT is very important for us — which is why we are back this year with an even bigger stand, and many of our partners are also represented here. There are very few opportunities elsewhere for us to display our entire product line. This is a networking hub for a wide range of technology sectors. Developers and users come here to talk and network, sometimes about some very specific issues. Our decision to attend has also been justified by the high level of media interest. For the end customer, Microsoft basically just represents a name you see when you boot up your PC, but appearing here gives us a chance to show people the face behind the name.”

### **Karl-Heinz Warum, Managing Director Germany and Senior Area Vice President Central Europe, Citrix Systems GmbH, Hallbergmoos, Germany**

“CeBIT remains the world’s leading ICT tradeshow, and an important meeting place for the industry as a whole. All the big players come here to introduce their latest innovations. This show represents a microcosm of current technology and a barometer for future trends, making it the main source of information for the end customer. Its importance derives to a great extent from the kind of topics and trends it has taken up. CeBIT needs to ensure it meets visitor expectations in terms of organization, hall layout and structure. Any show which can do that will rank high on anybody’s list.”

“CeBIT moreover provides an ideal platform for us to present our new strategies and trends to the broader public. The ability to meet people face-to-face and win new customers helps us tailor our products and solutions to what the market wants. This year’s show has lived up to our expectations in every respect: for generating leads and maintaining existing contacts, but also as a valuable public relations platform. That’s because we have the technology to meet people’s expectations and satisfy increasingly discriminating market requirements.”

**Johannes Nill, Managing Director, AVM GmbH, Berlin, Germany**

“CeBIT is the world’s largest IT show — the main event where we can meet up with all our key accounts and partners in a single, extremely busy week. There’s no marketplace quite like CeBIT — no other exhibition can show you so many products in such a short space of time. This event serves as a valuable indicator for the business sector as a whole. CeBIT is the key tradeshow on our annual schedule and the place where we present our latest innovations. This year’s show has already delivered positive returns for us: We have had heavy visitor traffic at the stand and a good response to our products. The feedback on our innovations has also been extremely positive.”

**Karl-Heinz Streibich, CEO of Software AG, Darmstadt, Germany**

“CeBIT sets the standard, as always. This is the world’s biggest and most important ICT tradeshow, as confirmed by the presence of Chancellor Angela Merkel and California Governor Arnold Schwarzenegger at the opening function. Software AG is having a very good CeBIT this year, with twice the number of appointments as last year, for example. We have an excellent location in Hall 4, in the area covering business processes, with plenty of visitors and a lively atmosphere. There’s no sense of a crisis here! The only impact of the crisis has been to make CeBIT even more important than before, because CeBIT shows how IT can help companies overcome their problems. The new ‘business and conferences’ concept for CeBIT has been very well-received. The excellent organization of this tradeshow just keeps getting better.”

**Martina Grüger-Bühs, Director of Communications Germany, Alcatel-Lucent Deutschland AG, Düsseldorf, Germany**

“CeBIT is our platform for meeting customers on all levels — from CEOs to middle management. We are looking for top-quality contacts — customers who know exactly what they want, and come specifically to us to meet those needs. This is partly because our separate pavilion does not get the same volume of casual visitors. Many of our visitors have been specifically invited, and have booked appointments in advance. There has also been plenty of media interest, concentrating on their main topics of interest.”

**Thomas Schröder, Vice President and Managing Director, Sun Microsystems GmbH, Kirchheim-Heimstetten, Germany**

“CeBIT 2009 has been a complete success for us so far. Our strategy of focusing on Open Source and green IT has worked well. There seems to be a good mix of trade and general-interest visitors. The talks and forum events on specific topics introduce some welcome variety into the familiar trade fair landscape, providing exhibitors with an innovative way of presenting themselves to the public. As far as we are concerned, CeBIT is still the key tradeshow for our industry.”

**Hannes Schwaderer, Managing Director, Intel GmbH, Munich, Germany**

“CeBIT has long been a significant platform for Intel — highlighted this year by the involvement of our Chairman of the Board, Dr. Craig R. Barrett, as one of the opening function speakers. As the IT industry’s flagship show, CeBIT showcases the opportunities to emerge stronger from the crisis by concentrating on innovations and intelligent solutions. CeBIT has become even more attractive from our point of view due to its increased focus on socially important issues like energy efficiency, training and digitization in the health care sector. Our core topics have generated wide interest among visitors, and we have had some detailed discussions with key decision-makers from our target groups.”

**Rolf Wiehe, Marketing Director, Fujitsu-Siemens, Munich, Germany**

“We have been pleasantly surprised at what is turning out to be a great CeBIT 2009. All of our customers have visited our stand and placed orders. We already reached our target a day before the show ended. Our new products attracted a high level of interest — it was as if the economic crisis had never existed.”

**Webciety**

**Frank Schönefeld, Board of Management member, T-Systems Multimedia Solutions, Germany**

“CeBIT 2009 has been a complete success for us so far — the Webciety concept has certainly worked well for T-Systems Multimedia Solutions. The idea of integrating a congress structure with the show also has a great future. Straight product presentation has had its day — the focus is now on sharing ideas and networking. The Webciety matches our idea of a digital home and office, the fusion of technology and the Web as a medium for business processes and parallel, closely integrated private use.”

**Dr. Willms Buhse, Enterprise 2.0 Expert, doubleYUU, Hamburg, Germany**

“I enjoy coming to CeBIT in Hannover, and picking up on inspiring ideas from other specialists. Nowhere else can you get so close to all sorts of different innovations. The ‘Webciety’ theme this year is a real winner, with its focus on the implications of the Internet for society and (especially interesting in my book) business. Enterprise 2.0 — the networked enterprise — provides greater responsiveness and efficiency, particularly in times of crisis. The arrival of Web 2.0 will have an impact on marketing, product development and management. The Internet generation, or ‘digital natives,’ are showing the way: tomorrow’s companies will be all about transparency, openness and networking.”

**Dr. Ludger Vogt, Member of the Board, Intershop, Jena, Germany**

“We are back at CeBIT in 2009 after staying away for two years — mainly because the key theme of the ‘Webciety’ is exactly tailored to our needs. We are very happy with our location here in Hall 6, close to the Webciety area. Our results over the first few days have been even better than anticipated. As this event demonstrates, eCommerce and online marketing, i.e. automating key distribution processes and putting them on the Internet, are extremely important issues for many companies right now.”

**green IT**

**Dr. Klaus Stocker, Business Development, Alcatel-Lucent Integration Services GmbH, Stuttgart, Germany**

“We are here to present our concept of ‘smart metering’ — i.e. electronic energy meters — so the green IT area of CeBIT is the right place to be. We have had good visitor traffic at our stand, and the level of interest is stronger than expected. Our presence here is getting us the right kind of publicity and helping spread the word.”

**Damian Schmidt, CEO, STRATO AG, Berlin**

“STRATO is a pioneer in green IT, and we practice what we preach. That made it all the more enjoyable to welcome so many people to our stand at the ‘Green IT World’: We talked to other computer center operators on how they could optimize their technology and emulate our example, and to corporate customers who wanted to find out about making meaningful progress towards a greener IT system with our products, such as the new MultiServer. STRATO’s presence at CeBIT has been a total success, providing fresh confirmation of the emerging awareness of green IT among the general population.”

**Bernd Kreuzscher, Presidential Advisor/Environmental Information, German Federal Environmental Agency, Dessau-Rosslau, Germany**

“The ‘Green IT World’ area at CeBIT gives us access to exactly the client categories we want to talk to, so this is the perfect place for us. We are very pleased with our visitor numbers. Our stand features examples of energy-saving methods, and has been well-attended right through the event. We have attracted strong interest from trade and casual visitors alike, thanks to our clear, easily understandable presentation approach.”

**TeleHealth**

**Prof. Dr. med. Harald Korb, Medical Director, vitaphone GmbH, Mannheim, Germany**

“The TeleHealth show at CeBIT is the ideal exhibition showcase for presenting our full product line. This is the perfect place for us, and the three-pronged concept, i.e. congress, display and networking, has been a real winner. There has also been a strong impact due to the presence of top-ranking politicians and industry representatives, along with strong media coverage. We salute CeBIT’s decision to lengthen the TeleHealth program this year, which has significantly improved our cost-benefit ratio. So I can say overall that we are extremely satisfied.”

**Adrian Reimering, Head of Marketing, Siemens IT Solutions and Services Headquarter Healthcare, Essen, Germany**

“This is our first time at CeBIT, where we are featuring our health care product lines. We decided on TeleHealth as the ideal platform for presenting these products. CeBIT is a key event right across the board, as an opportunity for companies to advertise themselves, present new solutions and keep in touch with their business partners.”

## **CeBIT Security World**

### **Tobias Motzet, Director of Marketing Central Europe, Kaspersky Labs GmbH, Ingolstadt, Germany**

“CeBIT is the world’s most important IT tradeshow. Things have started a little more slowly than usual for us, but the quality of our customer and business leads is just what we were hoping for. Our location is ideal, because we were looking for customers who would seek us out, rather than being on a busy thoroughfare and attracting lots of casual visitors.”

### **Isabell Unseld, PR Manager for Central Eastern, Western Europe, McAfee GmbH, Unterschleissheim, Germany**

“Being at this trade fair gives us the opportunity to present our entire product line, and also to generate new business, because ultimately it’s all about sales. We have been very happy with the first few days of the event. We take this as an important signal, because while some markets may be in trouble, that is not the case for us in the security sector.”

### **Ulrich Dörr, Business Development Director, Mobotix, Langmeil, Germany**

“We come to CeBIT to keep in touch with existing customers, as well as making fresh contacts in sectors where we have not been closely involved in the past. Visitor and contact numbers seem to be slightly down on past years, but we’re less interested in quantity than quality — and the quality here in Hannover has been exactly what we were looking for.”

### **Rainer Witzgall, Executive Vice President, Avira GmbH, Tett nang, Germany**

“CeBIT is our opportunity to recruit new resellers and end customers. We had a

very successful CeBIT in 2008, and are hoping for the same this year. The second day of the show was already a huge success for us, with large numbers of excellent meetings. We are actually not affected by the economic crisis at the moment, although we are keeping a close eye on developments. Even when they have to post a loss, companies still invest in their IT infrastructure — and that will always be the case, because this is essential for any business today. Take the railways for example: a decrease in sales revenue doesn't mean they will be ripping up their tracks from one day to the next!"

**Thorsten Urbanski, Public Relations Manager, G Data Software AG,  
Bochum, Germany**

"CeBIT is the driver for our industry worldwide. Our business agrees completely with the show's motto of turning crises into opportunities. However that requires a proactive approach from individual exhibitors. At CeBIT 2009 we are launching a whole raft of new products, plus a matching education campaign. This represents a lot of time and effort, but it is worth it."

**CIC**

**Dr. Thomas Endres, CIO Deutsche Lufthansa AG and spokesperson for the  
CIO Colloquium, Frankfurt/M, Germany**

"Even in an era of global networking, it is still important for the industry to have a recognized, high-profile platform for face-to-face meetings and dialog. This is exactly what CeBIT provides. This is the ideal forum for identifying and setting new trends. If I view myself as a potential customer, CeBIT represents a rare opportunity for me to make a comprehensive and direct comparison of different products and concepts. This enables a direct dialog between providers and users, and makes the market more transparent. This year's show has started very well for us, with some very promising, detailed discussions. The level of

visitor attendance may be down at CeBIT 2009, but the quality of the solutions on display is exactly what we were looking for. CeBIT is the trade fair for ICT topics ranging from the Webciety to professional enterprise solutions. The future of CeBIT will depend on its ability to continue to define and embody the latest developments and trends.”

### **Future Parc**

**Welf Zöller, CeBIT Project Manager, Fraunhofer Society, Munich, Germany**

“CeBIT is the world's highest-quality IT exhibition and leading technology platform. So far we have had more visitors than ever before. Our stand provides tangible examples of ways to simplify our lives and create a healthier and more efficient life style. CeBIT is an outstanding event and an essential forum for businesspeople, policymakers and researchers — it can be truly be described as a barometer for the entire industry.”

**Prof. Dr. sc. rer. nat. Christoph Meinel, Director, Hasso Plattner Institute, Potsdam, Germany**

“Arnold Schwarzenegger was the ideal person to kick off the event. Putting out an upbeat, ‘Yes, We Can’ message in the midst of the current crisis was a brilliant idea on the part of the CeBIT organizers. Once again the industry is meeting here to present its latest ideas and solutions. This year we have a larger area available for displaying our projects.”

## **Public Sector Parc**

**Jürgen Häfner, Rhineland-Palatinate State Ministerial CIO and Policy Director, Head of IT Management, Multimedia, eGovernment and Administration Modernization Directorate, Rhineland-Palatinate Ministry of the Interior and Sports, Mainz, Germany**

“The government of Rhineland-Palatinate is here at CeBIT to present our state as an innovative IT location within Germany. True to our proven mix of top-class research, dynamic enterprises and an innovative administration, the display showcases what our higher education institutions, businesses and government have to offer. The Rhineland-Palatinate stand may be smaller than those of some other exhibitors, but it has been the scene of a lively exchange of information and ideas. Policymakers and parliamentarians from our state and the whole of Germany and a constant flow of trade visitors have appreciated the expertise and professionalism our stand provides. They have also enjoyed some of our traditional hospitality to create the right atmosphere — including of course a glass of our local wine at the end of a tiring day at the show. CeBIT 2009 has clearly been a very successful event for us. In particular, the increased focus on community and social initiatives, such as the ‘Citizens Meet Administrators’ weekend in Hall 9, is a good fit with the networking and teamwork approach that we are known for in Rhineland-Palatinate. As we say, ‘the whole is greater than the sum of its parts’.”

**Joerg Baumgartl, Managing Director, Bundesdruckerei printing agency, Berlin**

“CeBIT is an important event, with an international profile. Hannover remains a highly regarded trade fair venue. Once again we have had plenty of professional and very useful discussions, and are definitely pleased at the way things have gone.”

## **Banking and Finance**

### **Ismet Koyun, CEO, KOBIL Systems, Worms, Germany**

“Quality is more important to us than quantity. Throngs of visitors are all very well, but our priority at a trade fair is to talk to key decision-makers from our target groups. In terms of that objective, CeBIT 2009 has been a complete success from our point of view, and we look forward to repeating the experience. We even received the ‘European Seal of Excellence 2009’ platinum award from the European Multimedia Forum (EMF) in recognition of our outstanding success, innovations and interactive marketing strategies. This award will encourage us to keep moving ahead with our efforts to counter all forms of IT crime. Times like these require innovative solutions that can be both secure and user-friendly. One of the visitors to appreciate the examples of these future trends on show at our stand was the Luxembourg Minister for IT, Claude Wisseler.”

### **Katsumi Ikegami, Marketing Manager, OKI Electric Industry Co., Ltd., Tokyo, Japan**

“CeBIT is the world’s leading IT tradeshow, and being here is a ‘must.’ One of our reasons for coming to CeBIT each year is to look for potential partners. All our discussions have been highly positive, and we are very pleased with the way things have gone. There has been a lot of interest in our products — and we will be back next year.”

## **Telematics and Navigation**

**Carsten Leininger, Managing Director, iPublish Ganske Interactive Publishing GmbH, Munich, Germany**

“CeBIT is the leading ‘ideas exchange’ for picking up on the latest trends before they appear in the marketplace. You can really engage with your customers and partners here, because everyone is inspired by the great atmosphere. Personally I always enjoy being at CeBIT, and I am only sorry to see that this year’s attendance is not up to the level of the opportunities this event provides.”

**Frank-Erik Toma, Member of Executive Management, Blaupunkt, Hildesheim, Germany**

“Blaupunkt is a manufacturer of technical consumer goods, so our life blood has always been new product ideas and innovations. Our innovations presented at CeBIT 2009 — the Internet car radio and the ‘SafeDrive’ driver assist system — were overwhelmingly positively received by the international trade visitor public, and discussed in detail in trade meetings. So for us, the decrease in visitor numbers has been more than compensated for by the enhanced quality of the contacts we have made here.”

## **Planet Reseller**

### **Willy Fischel, Director, German Federal Retail Technology Association, Cologne, Germany**

“CeBIT remains the best communication platform for talking to many different customers at the same venue. That brings huge savings in staff resources and costs. Planet Reseller is a real winner. The focus on B2B and specific target groups at this year’s event worked out well. Visitor numbers are a factor, but quality is even more important, and that aspect has been excellent at this year’s event. There really is no alternative to CeBIT!”

### **Simone Frömming, Executive Management, Broadline, Tech Data GmbH & Co. OHG, Munich, Germany**

“So many people have been saying ‘it’s great to see Tech Data back at CeBIT!’, and I am happy to return that sentiment, on behalf of the entire Tech Data team. Our decision to attend the Planet Reseller show after several years away from CeBIT was absolutely the right one. CeBIT provided a good platform for reaching our target resellers in German zip code areas 0 to 5. We made lots of contacts, and have recruited many new customers. And our highly distinctive, logistics-focused stand design made us a constant talking point during the day and at some of the stand parties as well.”

### **Volker Schwellenberg, Managing Director, NT Plus GmbH, Osnabrück, Germany**

“NT plus is back at CeBIT for the first time in seven years. We are here to launch a shared ICT product environment that opens up new reseller business segments covering all aspects of the convergence trend. We have had an excellent response from our customers and fellow exhibitors. Our team at the stand has summed up the mood succinctly with ‘fantastic, so far’.”

**Ulrich Kemp, COO, LG Electronics Deutschland GmbH, Willich, Germany:**

“We are delighted with the way things have gone at CeBIT 2009. Our product highlights and our new partnership plan have received extremely positive feedback from customers and the press. This has also been reflected in increased order volumes — which leaves us feeling confident about the rest of the year.”

**Autoid**

**Wolfgang Glahn, Manager Research & Technology, Airbus Germany, Hamburg, Germany:**

“We are attending CeBIT for the first time, to introduce our research results on RFID in airline catering to end customers. The technology covers the entire process chain, as visitors to our stand will see. Our display has attracted great interest, with visitors including VIP delegations. This trade fair is an outstanding platform for us to draw attention to our ideas and raise our profile.”

## **HR (Human Resources)**

**Wolfgang Blender, Director of Marketing Communication, Kaba GmbH,  
Villingen-Schwenningen, Germany**

“We still see CeBIT as our most important trade fair, along with Security. We were surprised by our good results right from the start, and our performance has been much on a par with last year. The high quality of our customer contacts has been particularly pleasing.”

## **Storage**

**Dr. Georgios Rimikis, Manager Solutions Strategy, Hitachi Data Systems  
GmbH, Dreieich, Germany**

“We have market share in many Asian countries, but for a long time now we have not had the same visibility in Europe and the USA. So we saw CeBIT 2009 as a great opportunity for presenting our company. We are very well positioned here to grab the attention of potential customers, and have had many high-quality meetings with customers, and also members of the media. Customers are keen to find out about solutions and products for getting optimum use out of their resources — which is precisely what we can offer.”

## **DMS**

**Sven Kaiser, Director Marketing & Corporate Communication, Optimal Systems Gesellschaft für Innovative Computertechnologien mbH, Berlin, Germany**

“CeBIT is still the world’s largest IT exhibition, and is now rediscovering its original profile as a business event. CeBIT is an important part of our CRM activities, and also a chance to make contact with new customers. We offer a range of concepts for reducing business process costs. There is little sign of a crisis in our segment — after all, who isn’t looking to improve their finances these days?”

## **CRM**

**Angelika Herzog, Marketing Manager, CAS Software AG, Karlsruhe, Germany**

“CeBIT is one of the most important trade fairs in Germany, and provides a marketplace that no IT provider can afford to ignore. We are presenting ourselves as the market leader in CRM for SMEs, featuring new industry solutions. No other channel enables us to get our message across so efficiently. We forged some long-term relationships right at the start of the event — and I have to say, the opening ceremony really kicked the tradeshow off in style.”

## ERP

### **Jörg Wassink, Press Spokesperson for Sage Software GmbH, Frankfurt/M., Germany**

“We continue to see this show as a great opportunity for SMEs to catch up on the latest developments in the area of hardware and software. Particularly in view of the current economic crisis, companies in Germany need to ensure they have transparent financial reporting and disclosure procedures. At the same time, increasing cost pressures are forcing them to operate more efficiently. As a result, CeBIT can act as a source of new energy and ideas in a time of economic crisis. CeBIT remains an important distribution channel for us, for informing customers and potential customers of our latest products, and for actually signing deals. However we are also looking to reach a broader public and increase awareness of our company. We have been extremely happy overall with the first two days of the trade fair, although — as we found last year — the second day was slower than the first. However Hall 5 has generally been crowded, and the quality of our leads has been satisfactory.”