

Press Release

Copenhagen, 8 December 2009

Maconomy signs global deal with esteemed architectural firm

The international ERP provider Maconomy has signed a new deal with the renowned architecture firm OMA (Office for Metropolitan Architecture), founded by Dutch star architect Rem Koolhaas and others. Maconomy will provide a full range of ERP and business intelligence solutions for 200 architects, designers, and researchers in Rotterdam, Hong Kong, Beijing, and New York.

Maconomy has enjoyed a successful run on international markets recently. Now Maconomy has signed a new deal with the renowned architecture firm OMA based in the Netherlands.

“OMA continuously works on a wide range of projects from interior design to large urban projects worldwide. In order to plan, organise and collaborate ideally on our projects we have selected Maconomy to provide us with a complete set of ERP and business intelligence capabilities in one integrated solution. This will add simplicity to our work processes, make our resource management leaner and give us clear transparency at the executive level,” says CEO Victor van der Chijs, OMA.

With more than 220 employees all over the world specialised in contemporary architecture, urbanism, and cultural analysis, OMA was founded in 1975 by a group of accomplished architects, including the world-famous Rem Koolhaas. Winning several international awards, OMA is one of the most innovative, dynamic and prestigious creative architecture firms in the world. A company of this kind calls for state-of-the-art ERP and business intelligence solutions which OMA has found at Maconomy.

Complete overview with a few mouse clicks

Maconomy will provide OMA's global offices with the end-to-end ERP software solution Maconomy X1 supplemented by the resource planning tool Maconomy People Planner and the business intelligence solution Maconomy Analytix, based on Business Objects technology. The latter proved extremely relevant to OMA as new dashboards help create full transparency in one integrated solution, which is what OMA demanded.

“With the new integrated solution from Maconomy we can get a full overview of our global business with just a few mouse clicks. We can analyse our widely dispersed departments individually and

view all of our local projects and resource allocations in depth without compromising the general overview. Previously we needed five systems to perform the tasks that Maconomy supports with just one system,” says CEO Victor van der Chijs, OMA.

“We are proud that OMA has selected our business solutions to enhance their business processes. The deal with OMA is our first within the architectural segment in the Benelux, which makes it a promising deal for us in this market. Project-focused organisations like OMA are increasingly looking for industry-specific ERP and business intelligence solutions, and that’s where we can make a real difference and give these organisations full value for their money,” says CEO Hugo Dorph, Maconomy.

OMA expects to implement the comprehensive ERP and business intelligence solutions from Maconomy during November 2009. The process will be conducted by Maconomy consultants based in Rotterdam.

Further information:

CEO Hugo Dorph, Maconomy
(+45) 35 27 24 24
hdo@maconomy.com

COO Claus Thorsgaard, Maconomy
(+45) 35 27 23 58
cth@maconomy.com

Sales Manager Huib van Velthoven, Maconomy Benelux
(+31) 623258356
hv@maconomy.com

Please note that this release does not affect Maconomy’s financial expectations for 2009.

About OMA (www.oma.eu)

The Office for Metropolitan Architecture (OMA) is a leading international partnership practicing contemporary architecture, urbanism, and cultural analysis. The office is led by six partners – Rem Koolhaas, Ole Scheeren, Ellen van Loon, Reinier de Graaf, Shohei Shigematsu and Managing Partner, Victor van der Chijs – and employs a staff of around 220 of more than 35 nationalities. Architects, researchers, designers, model makers, industrial designers and graphic designers work in close collaboration, and expert consultants are intimately involved from the beginning of the design process.

About Maconomy (www.maconomy.com)

Maconomy is a global supplier of industry-specific business solutions for project- and service-oriented companies (“Professional Services Organisations”). Maconomy provides services to approx. 600 customers in 58 countries through offices in the U.S. and Europe, and through a comprehensive partner network. More than 124,000 users worldwide use Maconomy’s business solutions.