

Press Release

Copenhagen, 9 February 2010

Maconomy is ready for the major league

The international ERP provider Maconomy enters a new era after proving that its business solutions are fully scalable to accommodate more than 60,000 users. This means Maconomy can support multinational organisations in gaining full control of their global activities.

Maconomy has delivered a remarkable proof point on the market for ERP solutions for project-focused organisations. In close collaboration with Kantar Group, Maconomy has proven that its solutions can be scaled up to support more than 60,000 users on a single server and database. Kantar Group is the parent company of several global market research powerhouses, including Research International and Millward Brown.

Currently Maconomy's largest single implementation has around 8,000 active users. But Kantar Group, a long-time Maconomy client, wanted to know if Maconomy could potentially scale their system to 35,000 users. This would enable Kantar Group to consolidate their entire global organisation and help them prepare for future growth. Maconomy ran a series of performance tests on-site at Kantar Group to determine whether the solution could be scaled up to support 35,000 users with adequate performance. As it turned out, the system's capacity was even greater.

"Our tests showed that we could expand our system capacity to over 60,000 users by using standard software and regular performance tweaks. We even tested on-site with the client during the peak month-end period. We used these test results to fine-tune our database setup and now we've presented solid proof to Kantar Group that we can support their worldwide operations throughout their organisation," says Allan Junge Hyldal, Solution Management Director, Maconomy.

"No matter the size of your organisation, you need a business solution that addresses your main business challenges, not just your size. Maconomy has asserted itself as a competent business partner in many of our subsidiaries, so we asked them if they could design a solution to leverage the operations of our entire organisation. We've followed Maconomy closely while they've proven the scalability of the solution, and the results speak for themselves. 35,000 users on a single database will put great strains on any system, but the performance of Maconomy's system was virtually unaffected," says CTO Marv Ritter, Kantar Group.

A business solution on a single database will help make Kantar Group's overall operations leaner and reduce their running maintenance costs. Additionally, Kantar Group will be able to assimilate new companies quicker following mergers and acquisitions. Maconomy will put the parent company in full control of financial management while enabling local flexibility to help Kantar Group's subsidiaries in 52 countries solve their unique project management challenges.

"Maconomy is clearly ready for the major league. We have demonstrated that we can help even the world's largest project-focused companies run their business. Maconomy is widely recognised as a leader in providing business value to project-focused companies based on years of exclusive focus on these businesses. But it may come as a surprise to some people that we also possess the robustness and technical savvy to put multinational companies in full control of their global operations," says CEO Hugo Dorph, Maconomy.

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Please note that this release does not affect Maconomy's financial expectations for 2010.

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 126,000 users worldwide use Maconomy's business solutions.

About Kantar Group (www.kantar.com)

Kantar Group, based in London, was founded in 1993 as the market research, information and consultancy division of WPP Group. It is a network of more than 20 specialist companies with around 35,000 employees working in 80 countries across various research and consultancy disciplines. Kantar Group's services are used by more than half of the Fortune Top 500 companies worldwide.