weclapp

PRESS RELEASE

***More diverse, more international - with success stories and a lot of future music.
Second weclapp partner day took place with well over 100 participants***

- *Cooperation with partners meets the needs of increasingly larger medium-sized companies*
- *weclapp is extended by functionalities in personnel management and logistics*
- *Research and development in the field of AI is established and will be expanded*
- *weclapp introduces head of research and development and head of partner management*

Frankfurt, Marburg, Kitzingen and online, November 13, 2020 - With well over 100 participants from almost 90 IT service companies, the Partner Day 2020 of weclapp SE took place on Thursday, November 12. The event, which was virtual for the first time, was aimed at service and IT partners who recommend the cloud-based ERP platform weclapp to their customers and offer it in conjunction with other services.

"With weclapp, we are increasingly reaching out to larger medium-sized companies who, in addition to a future-proof ERP solution, also want support and integration into existing processes. Since we want to continue to concentrate on our core task - the product - we are pleased to have such committed and experienced cooperation partners," says Ertan Özdil, founder and CEO of weclapp.

The partner companies successfully use weclapp in their own operations themselves; they support the acquisition of customers for weclapp and take over the support of their customers for ongoing enquiries. Thanks to the collaboration possibilities of the cloud-based ERP platform, they work directly in weclapp with the individual customers to ensure that they define and use the optimal processes and functions for them in the growing wealth of possibilities.

The participating partners from Germany, Austria, Switzerland and Italy got deep insights into various new product features in the areas of warehouse and logistics, purchasing and accounting and weclapp mobile. With insights into the eCommerce systems Shopware and ITscope, which can be linked to weclapp via API, as well as a best-practice example, weclapp partners also participated in the programme.

The programme was framed by lectures of the founder and CEO Ertan Özdil, who, among other things, presented a new extension module with personnel management functionalities. In his closing speech, he presented the future of connecting software solutions: In a future weclapp ecosystem, programme extensions are to be integrated directly into the platform as AddOns. "With this solution, weclapp customers will be able to map their entire workflow more easily and quickly via one software - namely their weclapp," said Özdil. A key goal here is to increase the added value for the users and at the same time open up the possibility for the partners to reach more weclapp customers through better integrated solutions. weclapp expects a significant increase in turnover in the coming years through the sustainable strengthening of the partners. "Our partners and customers all over Europe will benefit from everything we have already achieved today and are planning to do in the future," sums up the founder of weclapp.

Johannes Mehrer, a neuroscientist with a doctorate, who has been working as Head of Research and Development at weclapp since August, showed how increased efficiency can be made possible through machine learning and Big Data. "Our goal is for the system to support the user by automating processes. Probability of returns, automatic document capture and recording customer activity to prevent churn are the first three topics we want to open up for weclapp users in the near future," Mehrer enthused.

The weclapp pursues the goal of creating noticeable competitive advantages for its customers - automation and thus a high increase in efficiency will become a significant advantage of the upcoming digitalisation, especially for medium-sized companies.

Partner manager Sebastian Jung, who has been responsible for the expansion and maintenance of the partner network since August, led through the entire partner day. "Our partners are active, committed and the network is now becoming increasingly international. I am happy about so much interactivity in the virtual event and the expansion of the network," Jung sums up.

"Despite Lockdown Light and Corona, they managed to put on a terrific partner event to inform us about the vision, the future and all the innovations around the best cloud ERP system of the last four years - weclapp," Matthias Grđan, CEO of the partner Mate iT, summarises in his report on LinkedIn.

Sebastian Jung (born 1990)

is responsible for the coordination and support of partner sales as partner manager of weclapp SE since August 2020. The graduated sports manager comes from the Gießen 46ers, where he worked as sales manager of the basketball team for almost seven years. Jung has been actively involved as an organiser and speaker in social, political and sporting networks since his school days.

Johannes Mehrer, PhD (born 1987)

joined weclapp in September 2020 as Head of Research and Development. The studied neuroscientist and psychologist previously completed his promotion on machine learning methods in Cambridge. Through stations in Burkina-Faso, Hamburg, Philadelphia and Maastricht, Mehrer is internationally networked.
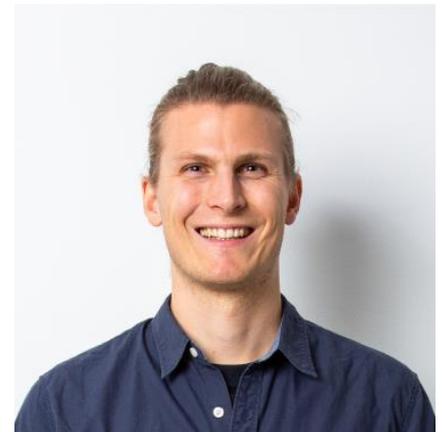
For further information:
weclapp SE
Dr. Stephanie Nickel
Tel.: +49 6421-999-2211
Mobil: +49 177-5552955
Fax: +49 6421-999-1222
E-Mail: nickel@weclapp.com
www.weclapp.com
www.weclapp.se

About weclapp:
weclapp SE was founded in 2008 and has been offering the cloud-based platform of the same name since 2013. Since market entry, it has grown by an average of 50% every year and is profitable. With Software-as-a-Service (SaaS), it mainly addresses small and medium-sized enterprises, especially with the integrated ERP (Enterprise Resource Planning) and CRM (Customer Relationship Management) functionalities. Customers thus have unrestricted access to their business transactions and data from any internet-capable end device and from any location connected to the internet. With storage and computing capacities in Germany and Switzerland and certification according to ISO 27001, weclapp offers a high level of data security. The platform has repeatedly been awarded as ERP system of the year. weclapp SE is based in Frankfurt am Main with branches in Marburg and Kitzingen. It is a subsidiary of 3U HOLDING AG based in Marburg.
www.linkedin.com/company/weclapp