



## Stock Exchange Release no. 21/2003

# Comment on published press release on order from Georg Jensen

Today, Columbus IT Partner's Danish subsidiary published a press release on a million order from Georg Jensen. Apparently, the stock market has reacted on the release, which is why it is now published via Copenhagen Stock Exchange as well.

The order was previously mentioned among others in connection with the acquisition of Hands Danmark and is included in the latest announced expectations (Stock Exchange Release no. 20 – Quarterly Report for 1-3 quarter, 14 November 2003).

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**PROFILE:**

*Columbus IT Partner operates as an international systems integrator in the market for integrated IT solutions based on Microsoft Business Solutions. Columbus IT Partner focuses on international small and medium size companies (the SMB market). Columbus IT Partner is an international service organisation with approximately 900 employees. The company operates in 26 countries and has a customer base of 6.000 SMB companies and units of large companies world-wide.*

[www.columbusit.com](http://www.columbusit.com).



Copenhagen 17 November 2003

## Columbus IT Partner Wins International Multi Million Order From Georg Jensen

*The order is signed with Columbus IT Partner's newly purchased company, Hands Denmark, and is based on their retail solution. Columbus IT Partner will roll out the solution in the famous Danish silversmith design company's 130 shops around the world. The first implementations are running at Georg Jensen's retail shops in London and in France. Columbus IT Partner considers the deal as its breakthrough in the international retail industry, and Georg Jensen is looking forward to using an elegant state-of-the-art software solution that fits well into the company's image of exclusive design and high quality.*

When design-focused customers in the future are shopping for silver art, jewellery or watches in one of Georg Jensen's many retail shops around the world, their order will be handled by a Retail & Supply Chain Management software solution from Columbus IT Partner. The solution is based on Microsoft's Axapta platform for ERP systems.

For Columbus IT Partner, the Georg Jensen deal is worth a two digit million kroner amount. The contract includes the implementation of the Retail & Supply Chain Management software, Microsoft Axapta licenses and the delivery of servers and POS terminals from IBM. On top of the Axapta solution Columbus IT Partner installs a Business Intelligence system from Targit that Georg Jensen's management will use for tracking vital information on its sales, finance, stock, logistics etc.

The Retail & Supply Chain Management solution will be rolled out in Georg Jensen's 130 shops in 13 countries during 2003 and 2004. The first test implementations have run successfully in Georg Jensen's two retail shops in London and one in Paris, and a contract covering the whole Georg Jensen group has just been signed.

"We consider the Georg Jensen deal our breakthrough in the international retail industry. Georg Jensen is not just another customer. The industry is watching closely what Georg Jensen is doing in terms of design and business decisions," says sales manager Thomas Ajspur from Columbus IT Partner Denmark.

Columbus IT Partner's retail solution is also implemented at other well-known retailers such as Inbodan (Idemøbler and Garant Tæpper), Swedisk Team Sportia, Bodum and Club 8 Møbler that has 40 Bo Concept shops around Europe running the system. With Georg Jensen as a new large customer Columbus IT Partner proves that it offers the strongest retail solution on the market for Microsoft's Axapta platform.

A characteristic of the new Retail & Supply Chain Management solution is that Point of Sales (POS) terminals in the shops are constantly online with Georg Jensen's headquarters in Copenhagen Denmark and with the group's other retail shops around the world. This means that new products and changing prices can be updated on-the-fly. And the staff can easily check if products are in stock, if they are on their way to the shop or if another shop nearby has the product a customer is asking for.

As part of the contract, Columbus IT Partner is also supplying Georg Jensen with hardware such as POS terminals and servers from IBM. The jewel in Georg Jensen's new IT infrastructure is an e-business on demand infrastructure based on IBM's eServer pSeries (Unix) and IBM eServer xSeries (Intel) servers.

The servers are outsourced to IBM that will handle operations out of Denmark at the IBm Universal Server Farm which is a world wide web of data centers designed to support the IBM e-business on demand strategy.



The solution will provide a flexible and robust infrastructure with access to operations, capacity and storage on demand, all very closely linked to Georg Jensen's current business and supporting Georg Jensen's planned expansion with new shios in Europe, US and Asia.

"We are looking very much forward to using our new shop system that is a vital element of Georg Jensen's growth strategy. Having 130 retail shops around the world, it is crucial to manage finance, stock and logistics smoothly. The new solution from Columbus IT Partner will help us very much," CEO Hans-Kristian Hoejsgaard from Georg Jensen explains. "As a design company it has been attractive to us that the solution is elegant and visually beautiful. At the same time it delivers state-of-the-art performance."

And Steen Hagengaard, CEO of Columbus IT Partners Denmark adds;

"As a significant part of our focus on vertical solutions to specific industries, we have been focused on building solutions for the retail segments. It's of high importance to Columbus IT Partner to be able to deliver projects to international companies based on the competences and solutions we have invested heavily in. We are proud to be the chosen partner for this implementation troughout the world for Georg Jensen" concludes Steen Hagengaard.

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