

Trade fair themes

BUSINESS SOFTWARE

- Enterprise Resource Planning (ERP)
- Business Intelligence Systems (BI)
- Supply Chain Management (SCM)
- Customer Relationship Management (CRM)
- Service Relationship Management (SRM)
- Human Resource Management, Wage/Salary Admin (HR)
- Production Planning and Control (PPC)
- Manufacturing Execution System (MES)
- Content Management Systems (CMS)
- Storage, Inventory Control
- Finances and Accounting
- Document Management Systems (DMS)
- CAD, CAx, Product Data Management (PDM)
- Software for Administration, Government
- Time and Attendance Systems, Access Control
- Shop Floor and Machine Data Collection
- Mobile Applications
- Project Management
- Collaboration, Knowledge Management
- E-Commerce, E-Biz, E-Shop, E-Procurement
- Retail Solutions (POS)
- Custom Software Development
- Near and Offshoring
- Licence and Contract Management, Deployment
- IT Management Software

ONLINE MARKETING AND E-BUSINESS

- Web Development and Design, Usability, Accessibility
- Mobile Management, Mobile Development
- Online Marketing, Content (Text, Images and Video)
- E-Mail Marketing, Newsletters

- Social Media, Social Networks
- Monitoring, Surveys, Web Analysis
- Search Engines (SEO, SEM)
- Marketing (SEM), Retargeting, Conversion Optimisation
- Corporate Communication,
- E-commerce, Mobile Commerce, Search/Recommendations
- PIM, Billing, Payment, Debt Collection, Fulfilment
- Social CRM, Collaboration, Intra and Extranet

IT-INFRASTRUCTURE & INFORMATION SECURITY

- Hosting, Managed Applications
- Software as a Service (SaaS, Cloud)
- Infrastructure as a Service (IaaS)
- Platform as a Service (PaaS)
- Virtualisierung, Netzwerk, Storage, etc.
- Monitoring
- Service Desk
- Voice over IP
- Mobile Device Management
- Security, Backup, Recovery
- Mail / Antivirus / Antispam
- Cyber Security
- Encoding

FOCAL THEMES

- Digitale Transformation
- Industrie 4.0
- Internet of Things
- Smart Work
- Marketing Automation