

# Accelerating Transformation

Consulting, software and services  
to enhance your competitive edge

msg Company Presentation 2026

# AGENDA

- 1 The msg group at a glance
- 2 Intelligent solutions and IT consulting
- 3 Convincing success stories
- 4 Our strengths, your benefits
- 5 Digitalization as the central key to sustainability and ESG

- 1 Industry know-how and IT expertise from a single source

# The msg group at a glance



## Putting people first:

as customers, as users of our solutions and as employees.

We build on over 40 years of industry expertise and the creative and solution-driven entrepreneurial spirit that has always been our hallmark. As one of the few owner-managed IT consulting companies in Germany, we draw on the diversity within our group of companies, from the initial idea through to application.

We acknowledge this consideration with our motto “value – inspired by people”.

Dr. Jürgen Zehetmaier  
CEO msg

## Why msg is the **right partner**

# people-focused

As an owner-managed company, our actions are directed towards people: Business partners and employees are our focus.

Because we are convinced:  
This is the only way to find the best solutions.

## Why msg is the **right partner**

# courageous

msg demonstrates entrepreneurial spirit and courage.

We are continuously exploring new opportunities with our business partners to pave the way for the future.

## Why msg is the **right partner**

# reliable

Our business partners can rest assured that msg “delivers”.

The msg brand is dedicated to fostering entrepreneurship and is driven by long-term sustainability rather than quarterly figures.

# From a start-up with three founders to a **billion-dollar company** **boasting a global workforce of over 10,000 IT and industry experts**

Three former IT interns  
found msg, ...

... the largest owner-managed consulting  
and IT company in Europe

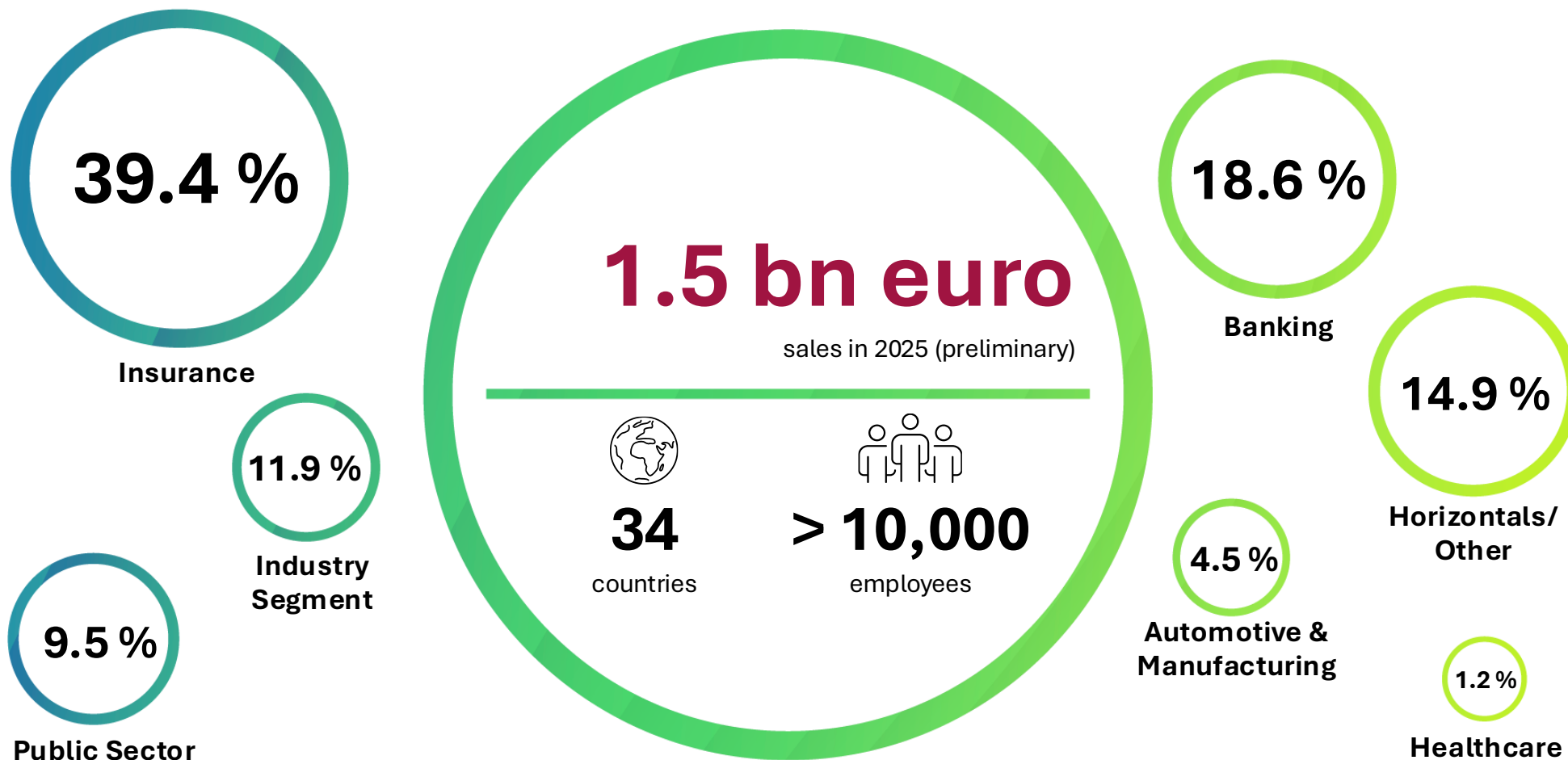


1980 ————— 1990 ————— 1995 ————— 2001 ————— 2014 ————— 2026 —————>

# The comprehensive strategy employed by the msg group has been instrumental to its success for more than four decades



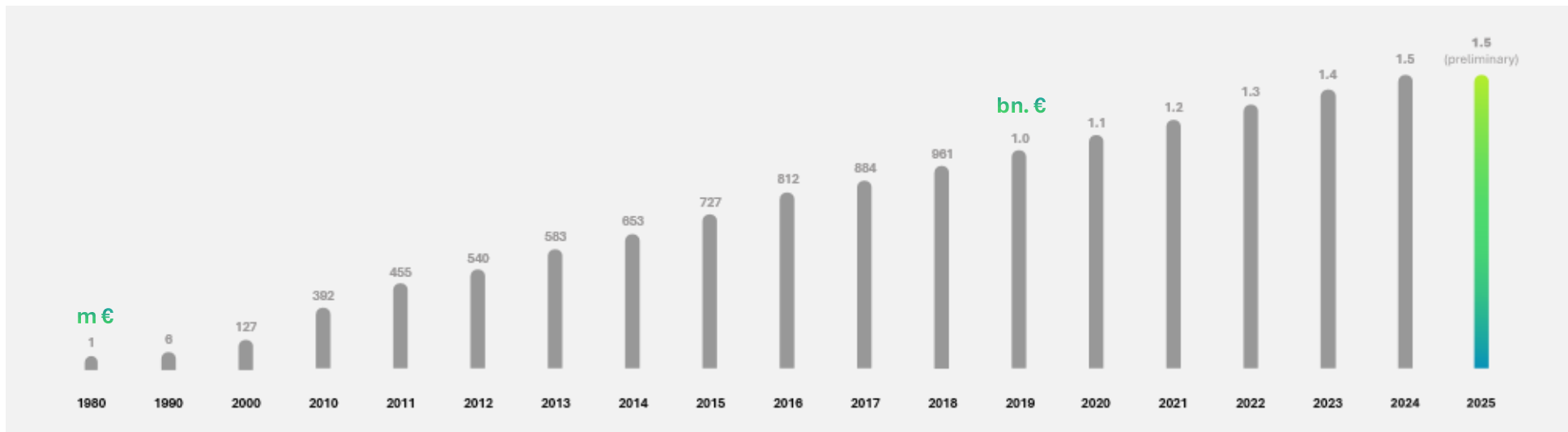
# We are an internationally operating group of companies with in-depth industry expertise



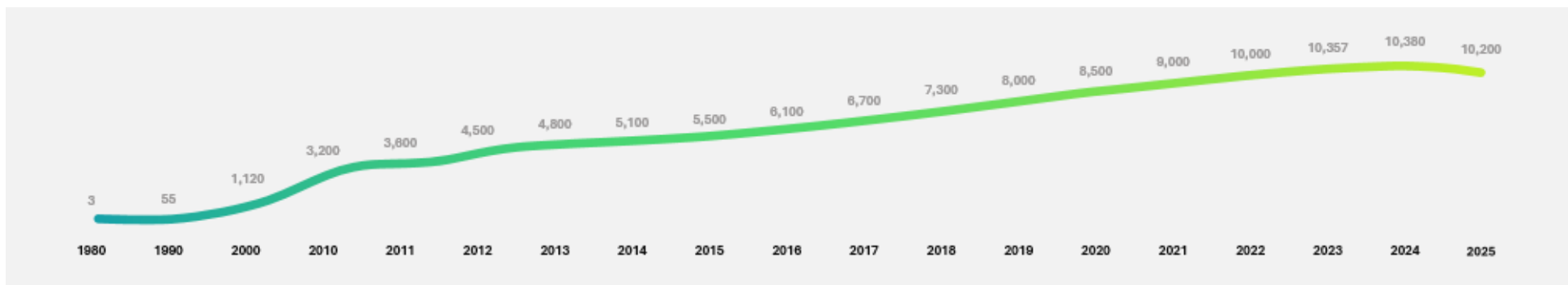
# From start-up to the **largest independent owner-managed consulting and IT company in Europe** with innovative business models

## Sales Growth

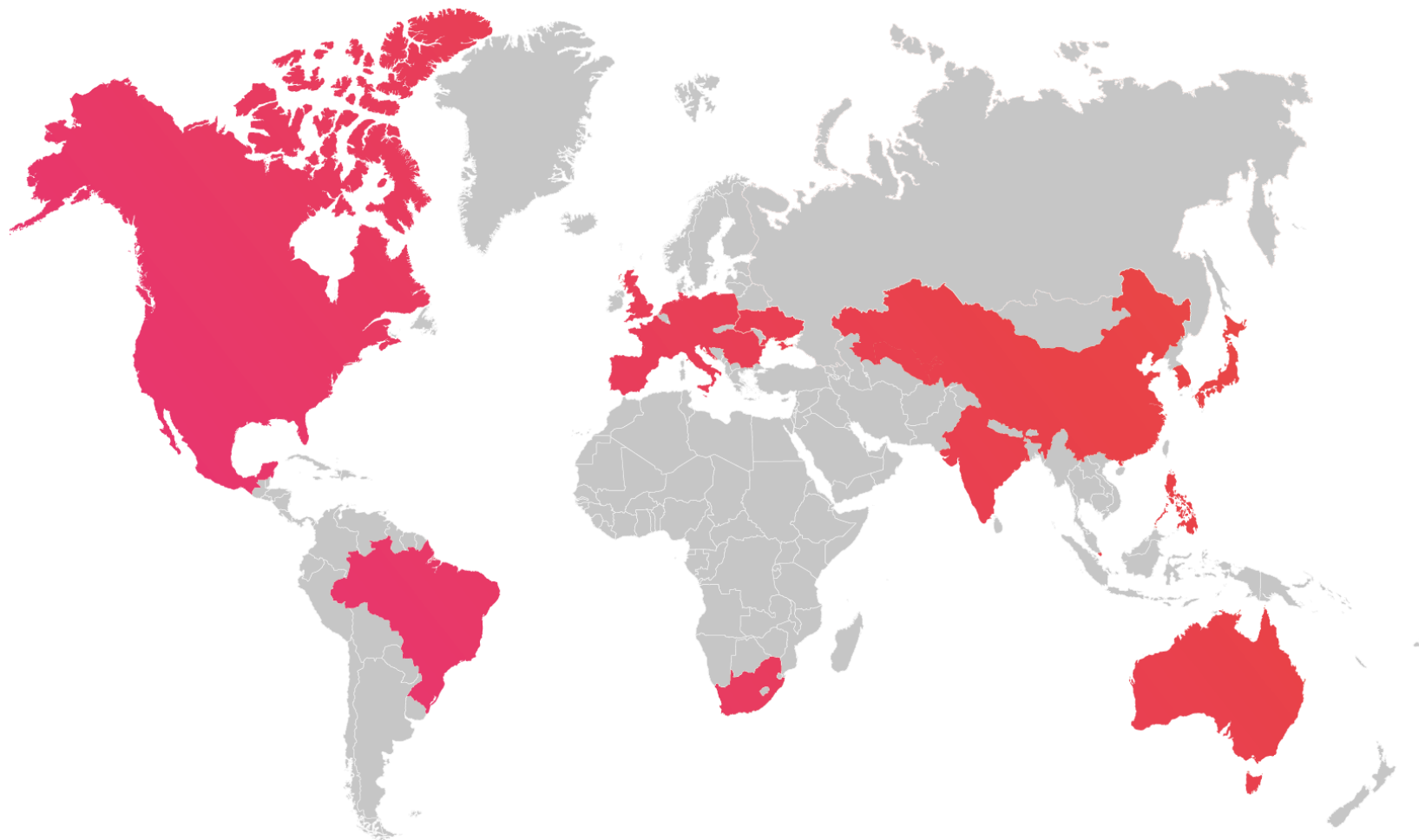
in m/bn €



## Headcount Growth



## Our customers benefit from our **global presence**



# 34

Countries

Germany | Bulgaria |  
France | Italy | Croatia |  
Malta | Netherlands | Austria |  
Poland | Portugal | Romania |  
Switzerland | Serbia | Slovakia |  
Slovenia | Spain |  
Czech Republic | Hungary |  
United Kingdom | Ukraine |  
Australia | Brazil | China |  
India | Japan | Canada |  
Kazakhstan | Korea | Mexico |  
Philippines | Singapore |  
South Africa | Uzbekistan | USA

# Local presence for our German customers is what really characterizes us



**6,500**

Employees

**24**

Locations

**974**

million € sales in 2025  
(preliminary)

# msg consistently receives **awards** in external market comparisons and partner competitions



Digital Core



Partner Application Industry Cloud



AI Partner Innovation



Platforms & Technology (Cloud)



Platforms & Technology (On Premise)



Partner Application Industry Cloud

As the only company in the top 25 since the start of the survey.



L Ü N E N D O N K ”



# Our understanding of our customers' business characterizes us at all levels – including the **Group's Management Board**



➤ Dr. Jürgen Zehetmaier  
Chairman of the Executive Board

- Finance Department
- Insurance Industry
- Health Sector
- Subsidiaries in Austria and Switzerland
- Legal Office
- Risk & Security Office



➤ Michael Rasch

- International Units
- SAP Competence
- Automotive Industry
- Food Industry



➤ Karsten Redenius

- Life Sciences & Chemicals Industry
- Travel & Logistics Industry
- Consumer Products Industry
- Telecommunications Industry
- Utilities Industry
- msg digital
- msg research
- msg advisors
- Operating Office



➤ Dr. Frank Schlottmann

- Banking Industry
- Public Sector Industry
- Defense & Aerospace Industry
- Artificial Intelligence
- Sales Office
- Global Alliance Management
- Group Marketing & Communications

2 We create ecosystems for enabling a better life

# Intelligent solutions and IT consulting

# We support our customers from strategy design to technical implementation and the outsourcing of processes

## Business Consulting



We help you to design and create cross-industry ecosystems.

From creating future scenarios tailored to specific industries to transforming business models and ensuring compliance with regulatory requirements, we stand by your side as your trusted partner.



## Intelligent Solutions



You benefit from our solid industry expertise, technological proficiency, and implementation experience.

We implement digital solutions to address the evolving needs of industry-specific business models, thus, guaranteeing an enhanced performance, efficiency, and sustainability across the entire organization.

# Core competence Digitalization

Digital products and services for your business

let's digitize. now. **together.**

**digital  
Advisory**

Enhanced customer relationships, streamlined and growth-focused sales strategies, and cutting-edge business models are achieved by leveraging extensive industry expertise and customer-centric transformation strategies.

**digital  
Experience**

Personalized customer experiences based on data insights to meet individual needs at every touchpoint throughout the customer journey, creating memorable experiences that leave a lasting impression.

**digital  
Services**

Efficiency, growth and success in the digital world through industry-specific innovative solutions through to complete ecosystems.

**digital  
Security**

Safeguarding the core business by implementing preventive measures, proactive risk mitigation, investigative techniques, and recovery plans.

**digital  
Operations**

Ensuring the smooth and secure operation of cloud services in a regulated environment.



digital

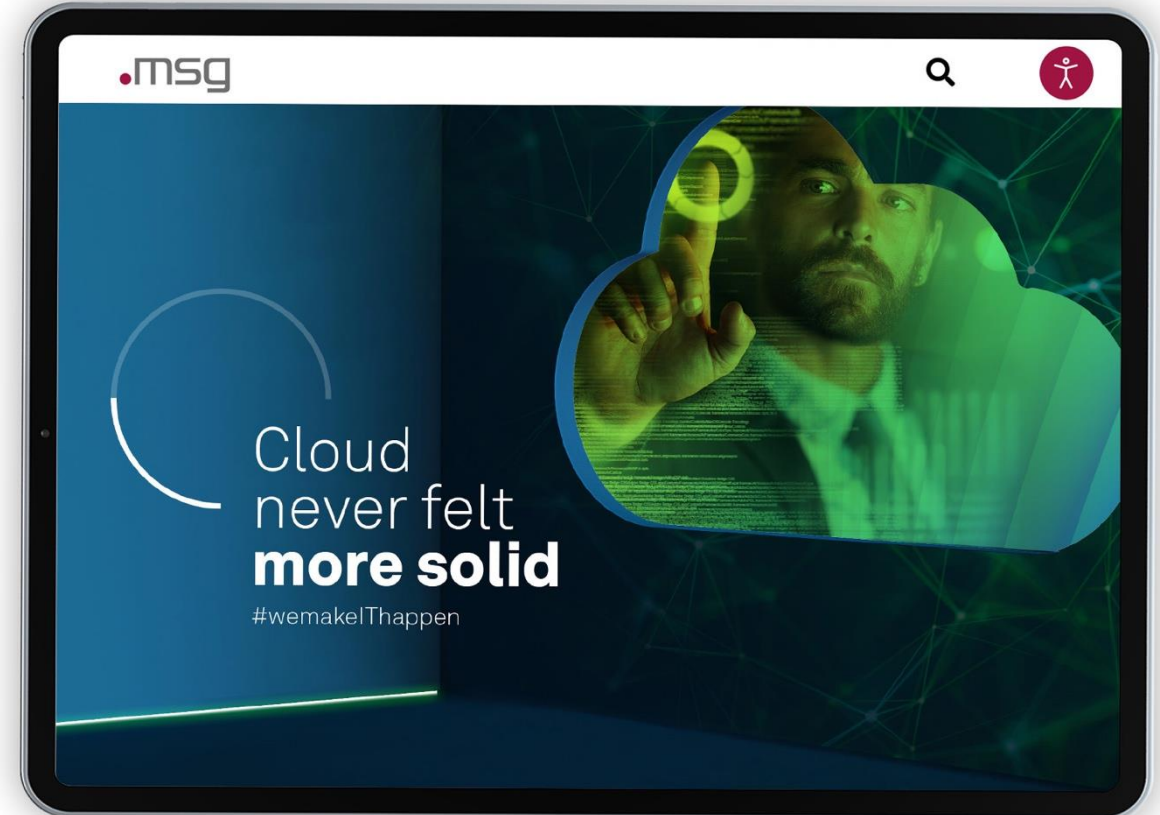
# Core competence Cloud

## Scaling and speed secure your future

To achieve a successful cloud deployment, we strike a balance between industry standards and customized solutions that cater to the unique requirements of your business and industry.

Wherever you may be in your journey – whether you are in the strategy phase, well into the transformation process, or in the midst of implementing managed services – we at msg are here to offer assistance precisely where it is needed.

Our partners:




# Core competence SAP

As an SAP partner, we have been shaping the digital transformation for over 25 years



## Current awards

<p>SAP Pinnacle Awards 2020 Winner</p> <p>Solution Extension Partner of the Year Digital Core</p>	<p>SAP Pinnacle Awards 2023 Winner</p> <p>Intelligent Enterprise Innovation Partner Application Industry Cloud</p>	<p>SAP Pinnacle Awards 2024 Winner</p> <p>AI Partner Innovation</p>	<p>SAP® Solution Extensions</p> <p>SAP® Certified Gold Enterprise Support Integration</p> <p>SAP® Certified in Cloud Operations</p> <p>SAP® Certified in SAP HANA® Operations</p> <p>SAP® Certified in Hosting Services</p>	<p>SAP Gold Partner</p> <p>Expert</p> <ul style="list-style-type: none"> <li>SAP Cloud ERP Private</li> <li>SAP Business Technology Platform</li> </ul> <p>Advanced</p> <ul style="list-style-type: none"> <li>SAP Business Data Cloud</li> <li>Human Capital Management</li> </ul> <p>Essential</p> <ul style="list-style-type: none"> <li>SAP Cloud ERP</li> <li>Supply Chain Management</li> <li>Customer Relationship Management</li> <li>Business Transformation Management</li> </ul>	<p>SAP EMEA South Award For Partner Excellence 2024 for Solution Extensions – Cloud Growth</p> <p>SAP Gold Partner</p> <p>DIAMANT-INITIATIVE FÜR PARTNER FOKUSPARTNER 2024 Public Services</p> <p>SAP</p> <p>DIAMANT-INITIATIVE FÜR PARTNER FOKUSPARTNER 2024 Financial Services</p> <p>SAP</p>
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A futuristic, high-tech environment with a green and blue color scheme. A person wearing glasses and a light blue shirt is standing on the left, looking at a smartphone. In the center, a wireframe car model is displayed, surrounded by various data points and UI elements. A large, semi-transparent UI panel is overlaid on the scene, featuring a 'START SIMULATION' button and a progress bar. The background shows server racks and a staircase.

MACHINE LEARNING SIMULATIONS  
/ Wind Tunnel Test /

START SIMULATION

Build Cash  
Estimated Time: 231 sec

3 Trust and competence

# Convincing success stories

# Setup of a central SAP BW/4HANA and SAP Analytics Cloud solution to efficiently pursue strategic corporate goals at **REFRATECHNIK**

## Project goals

- Efficient pursuit of strategic corporate goals through the establishment of a centralized and KPI-supported analytics system
- Implementation of the application based on SAP BW/4HANA
- Establishment of direct connection scenarios for further analyses and management reporting in the SAP Analytics Cloud
- Establishment of GEO analysts and mobilization of the application

## Customer benefits

- Development of the central Analytics & Controlling application for flexible analyses and profitability assessments
- Strategic consulting for further system development



**REFRA**TECHNIK

# New migration approach for assuming balance sheet control: Constant financial oversight through SAP FI migration at **VIRIDIUM**

## Project goals

- Supporting Financial Accounting, Controlling and Group Accounting with FI migration
- Creation of migration concept and design of the interface for ongoing data transfer
- Creation of mapping for various migration objects
- Creation of test concept and operation manual
- FI/CO Customizing
- Supporting the specialist department with test migrations

## Customer benefits

- Analysis of financial key figures for better control of business decisions
- Increased efficiency through highly automated, data-driven financial processes
- Reducing the cost of regulatory compliance



**VIRIDIUM**  
GRUPPE

# Intelligent heating with **Techem**: The Cloud way to sustainability

## Project goals

- Reduction of energy and water consumption
- Increase in healthy housing
- Increasing the transparency of measurement data

## Customer benefits

- Capture of measured values from residential units
- Analysis of values in the cloud
- Real-time detection of faults and incorrect settings
- Automated rectification
- Insight into consumption data



**techem**



# Innovations on Cologne's roads: Smart Fleet – a pilot project with **Abfallwirtschaftsbetriebe Köln**

## Project goals

- Digitalization of reported data for road maintenance
- Automated detection of road damage
- Use of artificial intelligence and machine learning

## Customer benefits

- Increase in customer satisfaction
- Increased efficiency by eliminating manual tasks
- Automation



4 Value proposition

# Our strengths, your benefits

# Sustainable customer relationships are a measure of our success

## Automotive

BMW  
VW  
Audi  
Daimler

## Banking

Sparkassen-Finanzgruppe  
Atruvia  
Bayern LB  
KfW

## Defense & Aerospace

Bundesamt für Ausrüstung,  
Informationstechnik und  
Nutzung der Bundeswehr  
  
BWI

## Public

Bundesministerium des Innern  
Stadtwerke München  
ITZ Bund  
Bundesverwaltungsamt

## Industry

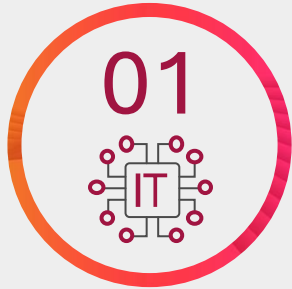
Brötje	Deutsches Milchkontor	Miele	Telefónica
BSH		Red Bull	Toll Collect
CVS	Emmi	Roche	Tyson Food
Delivery Hero	EnBW	RWE	Verizon
Dell	Franz Kiel	Samsung	Vodafone
Deutsche Bahn	Google	SAP	Zalando
Deutsche Post	Magna	Saputo	

## Insurance

Achmea	Concordia	MSIG	UNIQA
ADAC	DEVK	Munich Re	Versicherungs- kammer Bayern
Canada Life	ERGO	Pacific Life Re	
AIG	Gen Re	Provinzial	VIG
Allianz	Generali	R+V	Viridium
AOK Systems	Gothaer	Swiss Re	Zuger Kantonalbank
AXA	HUK-COBURG	Tokio Marine	Zurich

# Excellent consulting, comprehensive solutions and services for the digital transformation of your business

We have the right solution for your specific needs.



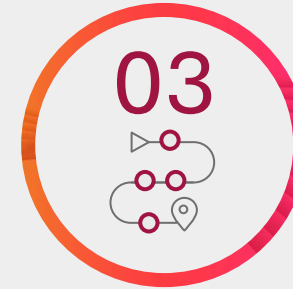
## Efficient and well thought out

Industry know-how and IT expertise from a single source



## Exceptional corporate culture

Awarded for highest motivation and best results



## End-to-end solutions

Support from the idea through implementation to operation and maintenance



## Smart service portfolio

Intelligent solutions and applications for your digitalization

## “Stronger together” with our **partners**

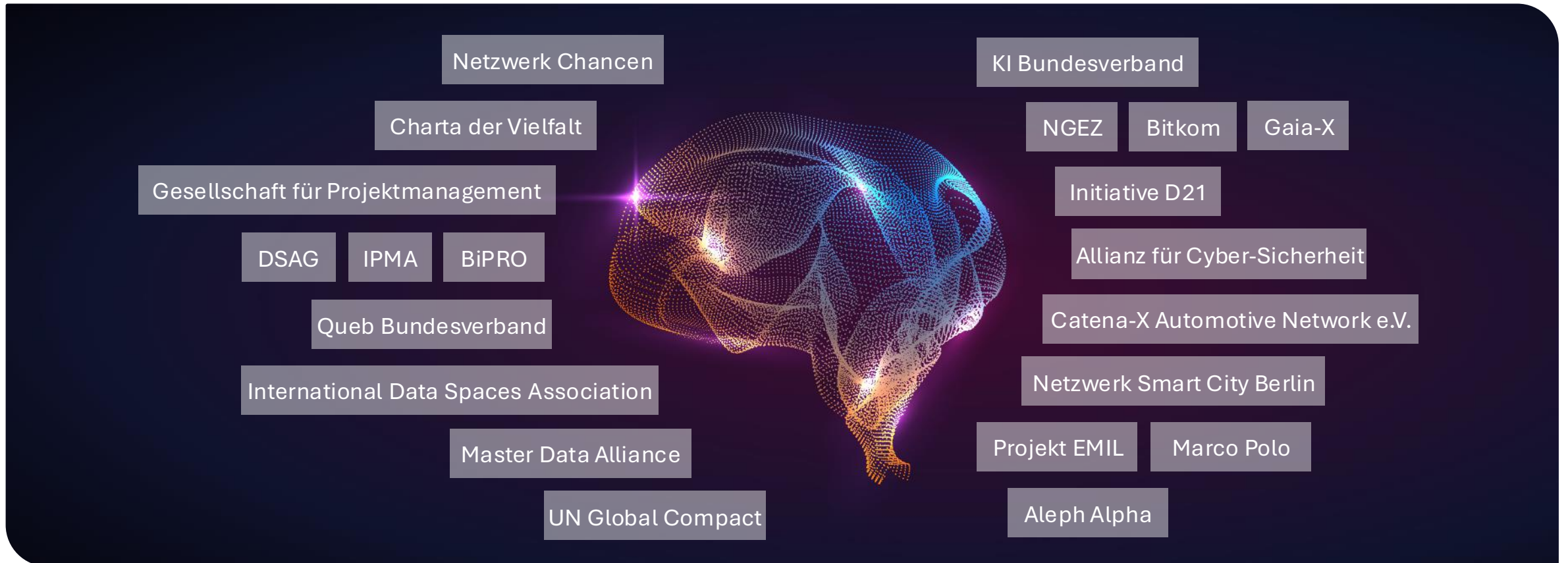
Together with our partners, we are pioneers, trailblazers and future makers for digital business models and ecosystems.

Our goal is to assist companies in achieving their ambitious goals. This is why we at msg strive to build and maintain long-term and successful relationships with our business partners.



# Fostering an environment of **knowledge sharing and nurturing our partnerships** reflects our commitment to a sustainable business strategy

As an independent and globally operating group of companies with a 40-year history, we see ourselves as trailblazers of a digital future – in a spirit of partnership and sustainability.



# Say goodbye to Excel! Enjoy automated and tax-compliant transfer pricing!

## Optravis Transfer Pricing Management Tool

### Your Challenge



- Internal cost allocations are rising significantly
- Complicated and error-prone Excel tools, requiring significant manual effort for calculation, documentation, and justification
- Stringent demands from both German and international tax and regulatory bodies concerning the clarity and the arm's length principle of allocations in relation to taxation
- Missing processes with key controls and responsibilities, no audit trail, no integrated data retention

### Our Offering



- For all industries and group sizes with 10 or more companies
- SaaS solution complies with all requirements from controlling, accounting and tax perspective, end-to-end
- Intuitive user interface, self-service configuration
- Minimal IT resources needed, implemented quickly
- Annual SaaS fee from € 40k, plus implementation
- Compatible with any ERP system, integrating with SAP BTP, and certified under ISO 27001

### Your Benefits

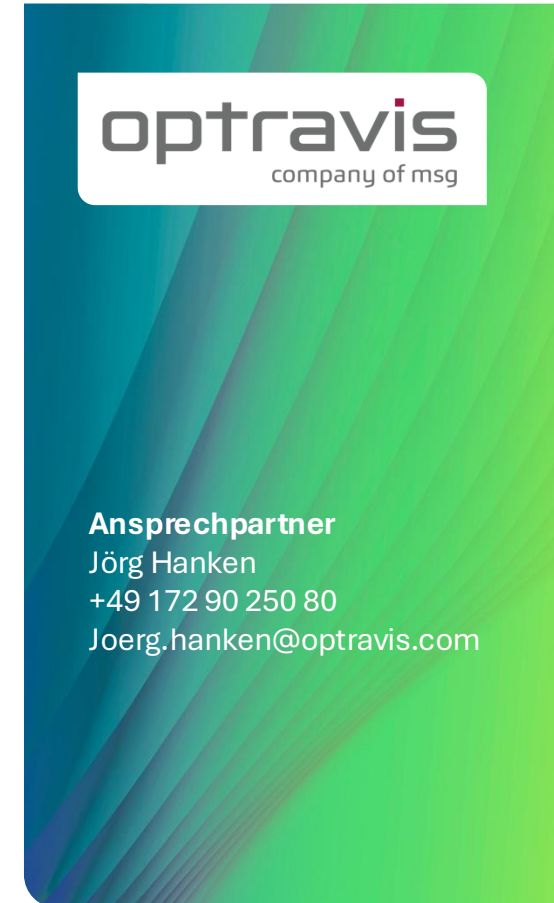


- Implementation of both straightforward and intricate billing models is possible due to exceptional flexibility
- One single source of truth
- Enhanced tax compliance, transparency and efficiency during calculation, documentation and justification of allocations

### Our Partners and References



- Close collaboration with msg
- Selected customers: B.Braun, Bosch, Clariant, GETEC, Harting, Henkel, Merck, Zentis
- All of our customers remain loyal to us even after a decade



**optravis**  
company of msg

**Ansprechpartner**  
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# Say goodbye to Excel! Enjoy automated and tax-compliant cost allocation!

## Optravis Service Charge Tool

### Your Challenge

- Additional costs through aggressive tax audit of transfer prices (merchandise)
- High manual effort for costing, documentation and justification. Excessive reliance on Excel.
- Significant year-end adjustments due to insufficient margin transparency within the P&L statement segments of the group companies throughout the year
- No optimization of taxes, customs duty, controlling etc.



### Our Offering

- For all manufacturing firms with 10 or more companies
- Data extraction, visualization of IC transactions, segmented P&L, calculation of complex supply chains, margin monitoring, dashboard, IC price lists
- PoC for testing data availability and quality
- Minimal IT resources needed, offering both full and self-service options
- Compatible with any ERP system, integrating with SAP BTP, and certified under ISO 27001



### Your Benefits

- Savings (process, taxes, customs duty) exceed SaaS fee
- Reduction of year-end adjustments
- Enhanced tax compliance, transparency and efficiency during calculation, documentation and justification of allocations



### Our Partners and References

- Close collaboration with msg
- Selected customers: B.Braun, Bosch, Clariant, GETEC, Harting, Henkel, Merck, Zentis
- All of our customers remain loyal to us even after a decade



**optravis**  
company of msg

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# The most advanced way to test applications **msg.ZenTestAI**

## Your Challenge

- Testing user interfaces requires a high level of effort
- Regular releases necessitate numerous regression tests
- A considerable amount of effort is needed to keep test cases up to date



## Our Offering

- Test case descriptions are provided in natural language; no technical knowledge or test code required
- Test cases are robust against UI modifications
- AI interprets the test cases, runs them, and then delivers a business-level interpretation of the test results



## Your Benefits

- Quick, easy, and user-friendly test creation
- Economical and automated testing
- Minimum maintenance required
- Clear and accountable test results
- Reliable and comprehensible tests that remain unaffected by UI modifications



## Our Partners and References

- Selected customers: Porsche, Mercedes-Benz, MAN
- msg.ZenTestAI is already being used at msg in many business units and in customer projects to enhance software quality and speed up testing procedures



msg.ZenTestAI

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# We provide an innovative solution for every kind of portfolio challenge

## Your Challenge



- Obstacles to digital transformation or replacement caused by legacy IT systems:
  - High and increasing unit costs alongside a decline in volume
  - Older product and tariff generations hinder innovation
  - Change in product or business strategy
  - M&A: portfolios that do not align with the strategic objective
- Alternative solutions like selling, terminating, or investing come with considerable drawbacks and ought to be dismissed

## Our Offering



- LPP integrates portfolio management with reinsurance, eliminating legal portfolio transfer
- Operational solution: Migration to msg platform, managing the portfolio through LPP underwriters, which encompasses customer support, contract handling, and claims processing, transferring sales events
- Optional enhancement for a cost-effective solution: Multi-year quota share reinsurance contract aimed at economic relief and solution financing

## Ihr Nutzen



- Nahezu vollständige operationelle und ökonomische Befreiung von einem Versicherungsbestand (Leben/Nicht-Leben), ohne Investitionskosten, Risiken, als Komplettlösung
- Vermeidung der Nachteile bisheriger Lösungen, vollständige Neutralität, Kunde bleibt erhalten, kein Reputationsschaden

## Our Partners and References



- Use of the msg insurance platform solution and implementation and migration expertise
- Exclusive partnership with Swiss Re
- Selected customers:
  - Composite insurers: All types of private insurance policies and APR portfolios (accident insurance with premium refund)
  - Life insurers
  - Captives
  - OEMs with insurance business



Mastering insurance portfolio challenges. Together.

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# Competent Insurance Services

## Sourcing solutions for insurance-specific processing

### Your Challenge

- Intense operational demands in processing
- Rising capacity constraints caused by seasonal peak loads and unforeseen circumstances
- Insufficient flexibility in managing and supplying qualified resources
- Holds on essential transformation initiatives due to a shortage of specialist resources from the operational units
- Limited scalability for specific processes or the administration of particular contract portfolios



### Our Offering

- Qualified processing in the areas of applications, contracts, claims/benefits
- In the life, health and composite insurance lines, we handle everything from straightforward to intricate business transactions and comprehensive processes
- On existing IT systems and applications
- With a tailor-made range of services and seamless integration into existing insurance operations
- OPTIONALLY with the incorporation of appropriate automation solutions, considering the current IT infrastructure



### Your Benefits

- Targeted **relief** by strategically utilizing COMPIN capabilities to efficiently alleviate backlogs or soften peak demands
- Sustainable **flexibility** achieved by the consistent and variable allocation of COMPIN capabilities, ensuring that essential resources are accessible when required
- By consistently utilizing COMPIN capabilities, you can maintain an operational **focus** that allows you to direct your resources towards strategically important core activities



### Our Partners and References

- Close collaboration with msg
- Selected customers:
  - Health insurers – Risk assessment and claims processing
  - Composite insurers – Customer service for motor vehicles
  - Life insurance – Application and contract services
  - Underwriters – Customer service



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# Digital consulting and completion processes – secure and compliant

## Conversational AI: Neohelden platform

### Your Challenge

- **High number of requests:** Customers expect quick replies at all hours, yet numerous requests continue to be handled manually
- **Process inefficiency:** Relying too much on specialized personnel creates bottlenecks and hinders the transfer of knowledge
- **Complex system landscape:** Processes are distributed among various systems, which complicates seamless integration without considerable investment in user interfaces



### Our Offering

- Omnichannel Conversational AI platform for telephony, chat, web app, native app from Germany with BSI C5 certification (exp. from 10/2025)
- Solution library with use cases from areas such as healthcare, sales and broker management, claims, funding applications, call centers, maintenance, administrative processes, and much more
- All services from one provider – support, maintenance, and operations in Germany
- Cloud-agnostic – PaaS, SaaS, or Use Case as a Service
- White label solution for seamless brand integration



### Your Benefits

- Automatically triage requests and direct urgent cases to the appropriate contact person without delay
- Centralize all requests, eliminate note-taking, avoid errors, and ensure complete transparency
- Forms can be easily filled out, applications can be submitted right in the chat, or cases can be logged over the phone
- Seamless integration into existing processes and systems
- Maximum security for your data! (FHIR, HL7, ISO27001, ISO9001, GDPR)



### Our Partners and References

- Partners: BSI, VÖB, NT AG CyberForum, CCV, BITMi
- KVB: AI phone assistance at the appointment service center 116117 helps patients make appointments
- Amedes Group: AI phone assistance in central customer service and patient calls
- Ranger International: AI phone support system designed for smart contract verification and SalesBuddy, providing on-the-spot assistance via iPad – delivering swift responses, pertinent information, and useful aid for daily sales activities.



neohelden

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# This is what the healthcare heroes of Germany are capable of

## Neohelden: Health-as-a-Service

### Your Challenge

- Demographic shifts, increasing patient volumes, and bureaucratic challenges are straining the healthcare system
- Healthcare facilities are overwhelmed, facing staff shortages, limited accessibility, and declining service quality
- Significant lack of digitization and interruptions in media
- Job vacancies persist due to a shortage of qualified professionals
- Language barriers exist between patients and healthcare providers



### Our Offering

- AI phone assistant – EXCEPTIONAL. SIMPLE. SECURE.
- No congested lines due to simultaneous call handling
- A ready-made solution offered as PaaS & SaaS for clinics, medical practices, laboratories, public health insurance providers, and private health insurance firms
- Seamless integration into existing processes and systems
- Maximum security for your data! (ISO27001, ISO9001, C5 certification underway)
- The AI phone assistant aids customers across Germany, handling over 3 million inquiries annually



### Your Benefits

- Automatically triage calls and direct urgent cases to the appropriate contact person without delay
- Effortlessly accept, document, and handle prescription and appointment requests, along with many other tasks, all in a fully automated manner, eliminating any waiting time
- Centralize all requests, eliminate note-taking, avoid errors, and ensure complete transparency
- Automated handling of transfer slips and psychotherapeutic treatment forms
- Immediate replies to questions through SMS, such as for e-prescriptions and appointment confirmations



### Our Partners and References

- Partners: NT AG, VIER, msg GBH
- KVB: AI phone assistance at the appointment service center 116117 helps patients make appointments
- Amedes Group: AI phone assistance in central customer service and patient calls
- IMD Labor Berlin: AI phone support for arranging sample collection appointments, along with smart call classification and directing calls to internal personnel



neohelden

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# Digital funding consulting and completion processes

## Neohelden: SaaS Funding Finder

### Your Challenge

- **Overview of the funding jungle:** The variety and intricacy of funding programs create significant barriers for applicants seeking access
- **Process inefficiency:** Relying too much on specialized personnel creates bottlenecks and hinders the transfer of knowledge
- **Complex funding landscape:** Development banks offer a broad portfolio that is updated monthly. The difficulty lies in the need to consistently consolidate and update these frequently complex funding regulations.



### Our Offering

- AI-powered funding chatbot designed as a SaaS solution for development banks
- Funding programs from more than 2,000 active offers sourced from the EU, federal government, states, and municipalities. Utilizing the well-established safir® funding database
- Cutting-edge AI technology to deliver dependable results
- Modernization of digital services and scalable, user-centered funding consulting
- Seamless integration into existing processes and systems



### Your Benefits

- The chatbot provides real-time answers to inquiries regarding funding programs, available 24/7.
- Users can quickly find appropriate funding options without the hassle of dealing with complicated search forms or perplexing websites
- Whether through free text input, a guided Q&A format, or menu navigation, the interaction is user-friendly and accessible
- This solution can be seamlessly incorporated into the development bank's website and can also be integrated into additional channels like email, phone, or WhatsApp



### Our Partners and References

- Partners: VÖB as reseller and provider of the safir® subsidy database
- WI bank: AI chatbot designed for effortless searching and discovering personalized funding programs
- Helaba: AI chatbot designed for effortless searching and discovering personalized funding programs



neohelden

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# Innovative sales facilitator

## Neohelden: Sales Buddy

### Your Challenge

- **Access to expert knowledge and product details:** Outdated documents, perplexing PDFs and a decline in expertise due to demographic changes
- **Searching for information in customer meetings:** Significant time is wasted in customer meetings because of manual searches
- **Variations in quality and knowledge:** New or less experienced staff have knowledge gaps, resulting in inconsistencies in the customer experience



### Our Offering

- Sales Buddy is a contemporary and flexible solution that enables sales personnel to efficiently and easily access company-specific knowledge and utilize it across various channels
- Secure AI technology to deliver dependable results
- Seamless integration into existing processes and systems



### Your Benefits

- Utilizing sophisticated natural language processing capabilities, complex queries can be understood and handled
- Provision of comprehensive and pertinent information
- Access across devices anytime, day or night
- Enhanced efficiency and better quality of customer service



### Our Partners and References

- Ranger International: SalesBuddy, providing on-the-spot assistance via iPad – delivering swift responses, pertinent information, and useful aid for daily sales activities
- Paradigma: Assisting service staff in the field with customer interactions and maintenance tasks
- KTE: Digital documentation of customer appointments in the field



neohelden

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# The central hub for communication in customer interactions

## D7 as the most advanced document creation

### Your Challenge

- **High costs** associated with document creation arise from
  1. Complex system landscapes and intermediary systems
  2. Manual processes involved in document creation (which complicate scaling, among other issues)
- **Challenges of personalizing** customer communication
- **Delayed responses** to regulatory or functional changes



### Our Offering

- **Cloud-native SaaS solution** with flexible scaling (also possible on-premise)
- **Fully integrated into the msg.Insurance Suite** – Eliminating intermediary systems
- **Cutting-edge user experience** designed for optimal efficiency in creating and approving documents
- **AI-assisted text optimization** and accessible communication
- **Future-ready and easily upgradeable** due to modern technology stack



### Your Benefits

- **Substantial cost reductions** achieved by consolidating systems and enhancing efficiency
- **Major improvements in efficiency** through user experience optimization
- **Considerable savings potential** realized via scaling effects
- **Optimized customer communication**
- **Lower churn rates** alongside better acquisition of new customers
- **Investment security** included in the msg product portfolio



### Our Partners and References

- Close collaboration with msg
- Selected customers: W&W, Viridium, Stuttgarter, SDK



**iconCXM**  
COMMUNICATION TECHNOLOGIES

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# AI-assisted skill management & competence development

## msg.ProfileMap

### Your Challenge

- Execution of **strategic workforce planning**
- Transparency about **workforce competence**
- Assistance in employee development for the implementation of new business models
- Enhanced operational effectiveness
- More effective identification and assignment of resources
- Available as SaaS



### Our Offering

#### AI-assisted SaaS solution for

- Harmonization of HR information across different systems (e.g., activities, competences, training)
- Automatic supplementation of missing information (e.g., job descriptions)
- Identify skill gaps and further training opportunities
- Assignment of people to projects or positions



### Your Benefits

- **Staffing and sourcing:** Efficient planning and utilization of staff
- **Company transformation:** Development of skills and adjustment of competence structure in the course of organizational changes
- **Employees:** Automated collection of profile and project information, identify skill gaps and suggest development paths
- **HR management:** Transparency about skills and competences
- **Strategy and business development:** Identify future-relevant business areas



### Our Partners and References

- **Wavestone Deutschland, Munich:** Improvement of the operational efficiency in project staffing with internal employees
- **Bridging-IT, Munich:** Improvement of the operational efficiency in project staffing with freelance employees
- **msg group, Munich:** Utilization as basic and advanced version in connection with msg.MEP
- **A.T. Kearney, London:** Utilization in connection with Kearney application PACT for workforce transformation



msg.ProfileMap

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# Connects systems, unifies vocabulary, creates understanding

## msg.SemanticBridge

### Your Challenge

- **Inconsistent data quality:** Lead to errors in central business processes
- **Manual postprocessing:** Excessive manual postprocessing to correct inaccurate data, consuming valuable time and resources
- **Unstructured data:** Incomplete or incorrect data integration by handling unstructured documents



### Our Offering

- **msg.SemanticBridge** is a leading AI SaaS solution for semantic data harmonization and data integration
- Provides **high data quality** and accuracy, reduces manual postprocessing and accelerates central processes
- Automation of processing unstructured documents and improving **data integration**
- Is an ideal basis for GenAI use cases and comprehensive analyses



### Your Benefits

- **Additional benefit:** Efficiency, quality and cost reduction by assisting processes
- **Optimization of support processes** through AI-based digitalization of unstructured documents
- **Core functions as basis:** Automated processing, integration and vocabulary management



### Our Partners and References

- Deutscher Sparkassen Verband – "Sparkassen Recruiting Plattform" (Savings bank recruiting platform)
- A.T. KEARNEY – "Strategic Workforce Management"
- msg systems – "msg.ProfileMap CV-Parsing and Data Harmonization"



msg.SemanticBridge

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# AI-Powered Testing Revolution

## msg.TestCaseGen.ai

### Your Challenge

- **Complexity of test cases:** Manual creation and administration of test cases can be time-consuming and is error prone
- **Scalability:** Difficulties when scaling test processes in large projects
- **Quality assurance:** Ensuring consistency and completeness of tests



### Our Offering

- **Automated test case generation:** Using AI for automatic creation of test cases based on requirements
- **Integration:** Seamless integration with existing CI/CP pipeline and test management tools
- **Reporting:** Detailed reports and analyses for test coverage and test performance



### Your Benefits

- **Increased Efficiency:** Reducing the time involved in the creation and administration of test cases
- **Cost savings:** Reducing costs by automating and optimizing test processes
- **Improved quality:** Increasing test coverage and ensuring consistency and completeness of tests



### Our Partners and References

- TollCollect
- AUDI



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5 Added value for our customers

# Digitalization as the central key to sustainability and ESG

# Focus on sustainability and ESG: We offer our customers E2E support



-  Regulatory requirements | We ensure complete coverage of regulatory ESG requirements.
-  Sustainability strategy | We ensure a clear positioning vis-à-vis relevant stakeholders.
-  Sustainability risks | We ensure comprehensive risk management.
-  Information management | We map relevant information with control tools.
-  Growth areas | We focus on ESG innovations as an opportunity for growth.

# Focus on sustainability and ESG:

## We live our responsibility

- » As a signatory to the Charta der Vielfalt (Diversity Charter), we are committed to creating a respectful working environment for all employees.
- » We have been participating in the UN Global Compact since 2023 and are committed to public progress reporting.
- » Target for msg in Germany: We aim to reduce our CO<sub>2</sub> emissions by 50% by 2025 compared to 2019 and to become climate-neutral by 2030.
- » Since October 2024: Feeding electricity from the PV system on the roof of our head office in Ismaning into the building grid, including 20 e-charging points.
- » In 2025, we will be using 100% green electricity at all locations managed by us.
- » At msg, we actively promote the careers of women through women's networks as well as trainings and coaching that are tailored to the needs of women.





# Let's shape the digital future together

# Contact



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