

A NEW BRAND IS BORN

Sonae Indústria launches a new brand in the international market

Maia, 25th July 2012 – A new brand belonging to the Sonae Indústria universe was launched internally a month ago.

This is not a brand of product, but a brand of solutions; it is not a new panel of wood, but a panel consisting of 34 people. In fact, they are 11 women and 23 men, with a desire to win and who know what they are doing. They have unique skills in SAP, with an average of 10 years experience in the industry, 30 SAP implementations in 8 countries (Germany, France, Spain, Portugal, U.K, South Africa, Brazil and Canada), 15 years experience in Business Intelligence and 20 years of operations support.

BROADEN Information Solutions is the brand with which this team identifies and presents itself. It was launched during an internal event on the 6th of June at the *Fort S. João* in Vila de Conde, after a different day of creative and energizing teamwork.



This team was born in the Information Systems Department of Sonae Indústria and, as part of its restructuring, two teams were created, one teams' aim is to sell information system solutions, inside and outside of the Sonae Indústria Group. This is how BROADEN Information Solutions was born, from the split in the IT/IS department, launching itself into the market, with all the

know-how acquired in the processes of the wood-based industry and in SAP solutions. They have worked for over 20 years in the construction of a model for the wood-based panels industry, in a multi-cultural environment, arriving at the moment where they can capitalize on all the knowledge acquired and the experience gained outside of Sonae Indústria.

This team is made up of 15 SAP certified consultants and 12 more are in the process of achieving this certification. It is a team which has proven its value, totally business orientated and focused on the customer. It is therefore, because of this, that the difference is really in the people that are part of this team... dedicated, inspired, courageous, honest, responsible, flexible and passionate. Their ambition is to be “the best SAP Solutions supplier” and they have all the ingredients to succeed and win!

The name BROADEN Information Solutions was suggested by one of the team members, and means to expand, extend, amplify, become larger and more comprehensive