

USU AG • The Knowledge Business Company

Founded in 1977, USU offers strategies, consulting, software solutions and services for comprehensive integration of the knowledge and experience in our customers' business workflows and applications. With its three business areas, USU is Europe's largest provider of IT and knowledge management solutions. Market leaders from every sector of the international economy create transparency with USU applications, while also becoming more competitive, cutting costs and reducing their risks. USU AG is a subsidiary of USU Software AG (a publicly traded stock company).

Business Service Management

USU has been involved in IT management since the end of the 1980s. With its new product generation, **Valuemation® 4**, USU presents a comprehensive, modular and yet, at the same time, highly integrated software suite for supporting IT and service management. It covers all disciplines required of ITIL®-compliant business service management and is recognized by leading market analysts worldwide. With Valuemation®, our customers obtain a comprehensive overview of their IT processes and IT infrastructure, allowing them to transparently chart, track, allocate and actively manage their IT costs.

Knowledge Business

For many years now, need-based provision of information has been the focus of our consulting services and product range. In fact, our new product generation, **USU KnowledgeCenter 5**, is more than just a knowledge base. This well-established application bundles all the various communications and information channels on one central platform. All knowledge-intensive usage and maintenance processes are thoroughly supported. By using it, specialized areas such as call and service centers can considerably increase their service efficiency and quality.

Business Solutions

For more than 30 years now, support of individual business processes through the development of customized software solutions has been at the heart of the USU Business Solutions division. Our core competency lies in software-supported depiction and integration of complex processes in mixed enterprise structures. We support knowledge-intensive workflows through targeted usage of Web 2.0 and knowledge management components. Our technical specialties are customized development and maintenance of complex applications, application integration with service-oriented architectures as well as high-performance portals. As a general contractor, USU also accepts overall responsibility for designing, implementing and maintaining customized solutions.



USU AG

Möglingen (Stuttgart)
Bonn | München | Wien
Zug | Brno | Prostejov

Aspera GmbH

Aachen

LeuTek GmbH

Leinfelden-Echterdingen (Stuttgart)

OMEGA Software GmbH

Obersulm (Heilbronn)

Knowledge-Based Service Management

Service workflows are complex and knowledge-intensive – whether in technical support, operational IT, call and service centers or other areas. The intelligent provision of information along the entire service chain is mission critical. That's why USU, with its software and consulting services, concentrates on knowledge-based service management at the interface between business and IT.

Valuemation® is a highly integrated product line for supporting IT and service management; it focuses on four central business application areas. This software suite supports well-known, international companies in the widest variety of sectors with comprehensive solutions in the following ways:

Service Economics

- Structuring their services and marketing them in the best manner
- Offering services in a customized yet still largely standardized manner

Service Asset Lifecycle Management

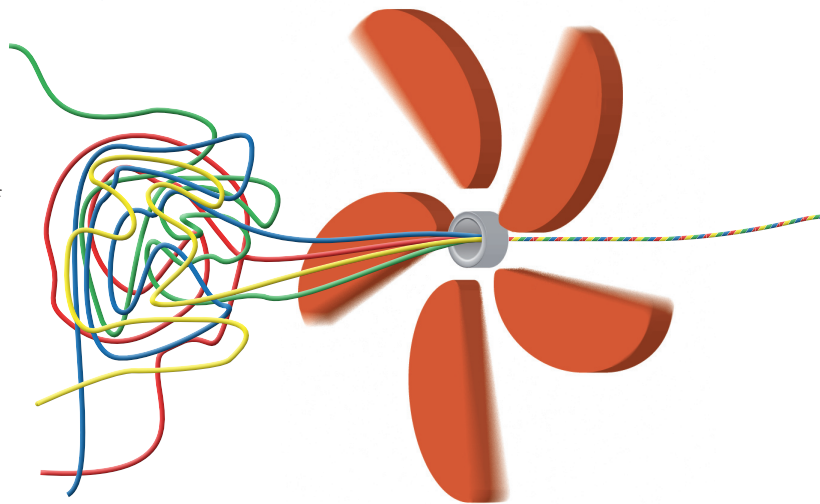
- Controlling the complete lifecycle of service assets in a transparent manner

Service Operations

- Cutting costs through efficient service processes and increasing customer satisfaction

Service Monitoring

- Ensuring the highest service availability and quality



These four solution areas are augmented by the comprehensive, across-the-board area of knowledge management. With the integration of **USU KnowledgeCenter**, service personnel will then be able to use an extremely powerful, feature-rich knowledge base and central information platform. Customers benefit in many ways, including:

- Fast access to quality-checked solutions
- Fast fault diagnosis with the help of dynamic decision trees
- Minimal time required to train new service personnel and significantly decreased workloads for second-level support

Our solutions are testimony to the great competency of USU employees, our vast experience gained from successful projects and our knowledge of the processes and structures used in service organizations. Through joint ventures and alliances with well-known technology, sales and project partners, we're expanding our portfolio in order to continue to best meet your individual needs in the future.