

CODE _n

Taking big data to big business

CODE_n Contest for young companies – application deadline, October 31

Stuttgart, October 9, 2013 – The final countdown: still three weeks to go before the application period for the CODE_n14 Contest comes to a close. The global contest is offering 50 young startups the unique opportunity to present their innovative business ideas on a world stage. CeBIT 2014 in Hanover will provide the ideal backdrop for showing the public what is possible when it comes to big data. The contest is set to showcase application scenarios that are driving new business models – a reservoir of inspiring solutions for the future of digital business. “Anyone looking to benefit from big data will have to learn how to cope with it,” says Ulrich Dietz, initiator of CODE_n and CEO of the GFT Group. “Companies have to start thinking about the possibilities for processing, evaluating and using vast data volumes in order to stay competitive. We hope CODE_n will elucidate the enormous potential for handling this valuable ‘data’ resource.”

With this year’s contest motto – “Driving the Data Revolution” – CODE_n is keeping its finger on the pulse of modern business. And this is backed up by the central theme of next year’s CeBIT show. “The next CeBIT will cover the issue of datability, casting a spotlight on the ability to sustainably and responsibly handle large data volumes,” explains Oliver Frese, CeBIT Chairman at Deutsche Messe AG. “CODE_n and its 50 startups will add an interesting perspective to this topic. We look forward to seeing the highly innovative solutions developed from actual applications and which underscore the potential of big data – for IT companies, but also for a wide



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variety of areas such as the energy industry, automotive industry or the telecommunications sector.”

This issue doesn't just address IT staff. It speaks to specialists from manufacturing, sales, research, and even business development. “This is where new ideas come about, ideas which can be implemented in IT solutions,” says Dietz. He sees Hall 16 as the hot spot for avant-garde business models at CeBIT. “At CODE_n, we bring the most innovative, young entrepreneurs from around the world together in one place over the course of five days to share their business models. We combine creativity with innovation and extensive information regarding data security. All of this, condensed to a single location, offers up unimaginable potential to get things moving.”

Many companies are still hesitant to face the issue of big data. Especially in times of PRISM and cyber attacks, it's more important than ever to approach things with an offensive strategy and create new business models from the myriad of data volumes. “This means convincing people who are still resistant to the changes,” explains Dietz. “But I am sure the efforts will be worthwhile.”

CODE_n is calling all startups worldwide

Young companies can apply to take part in the CODE_n14 Contest until October 31, 2013. So far, the contest partners – GFT, CeBIT and EY – are positive about the level of interest they've seen. Mark Smith, CEO at EY, states: “We've already received a number of very interesting applications showing a clear trend: CODE_n is becoming ever stronger as an engine for



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innovative startups. Applications are pouring in from all over the world – from Australia to Uruguay, from Canada to South Korea.”

You can register for the contest online at: www.code-n.org. The 50 best startups will be given free exhibition space in the exceptionally designed CODE_n hall at CeBIT (March 10-14, in Hanover). The contest winner selected from the 50 finalists will be awarded a grand prize of €30,000 at the CODE_n14 Awards.

About CODE_n:

CODE_n is an international initiative for digital pioneers, innovators and groundbreaking startups. Initiated in 2011 by the GFT Group, the goal of this network is to support outstanding business talents and their exceptional business ideas, provide them with a platform for dialog, and therefore stimulate and accelerate innovation in the field. CODE_n stands for “Code of the New”, the DNA of innovation. Global partners are EY and CeBIT.

This year, CODE_n will bestow the third annual CODE_n Award under the motto: “Driving the Data Revolution”. The contest is looking for business models devoted to the intelligent and efficient handling of large data volumes. For more information, please visit: www.code-n.org.

About the GFT Group:

The GFT Group is a global technology partner for future digital issues – covering everything from discovering innovation to developing and implementing sustainable business models. Within the GFT Group, GFT stands for competent consulting and reliable development, implementation and maintenance of customized IT solutions. The company is one of the world’s leading IT solutions providers in the banking sector.

emagine offers companies the opportunity to staff their strategic technology projects both quickly and flexibly with capable experts. To achieve this, emagine has an international network of highly qualified IT and engineering specialists at its disposal.

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CODE_n is the international innovation platform developed by the GFT Group. It networks promising startups from around the world with established companies. It's where ideas become business.

Headquartered in Germany, the GFT Group has stood for technological expertise, innovative strength and outstanding quality for over 25 years. Founded in 1987, the GFT Group is expected to achieve revenues of around €260 million in 2013. With a global team spanning 2,000 employees, the company is represented in eight countries by its 32 local offices. The GFT Group is listed on the Frankfurt Stock Exchange (Prime Standard).

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