GFT PRESENTS

CODE_n

Data pioneers from 17 countries among the top 50 at CODE_n
The majority of finalists at CeBIT 2014 from Germany, the US and the UK

Stuttgart, February 11, 2014 – More than 450 applicants from 60 countries: Interest in the CODE_n14 Contest was truly impressive. Young entrepreneurs from around the world answered the call of this year's motto "Driving the Data Revolution" – all eager to present their unique big data business models to the world by scoring one of the coveted CODE_n spots at CeBIT in Hanover. The partners of the initiative – the GFT Group, EY, and Deutsche Messe – have selected the top 50 companies. "We were overwhelmed by the exceptional quality of the applications we received," states Ulrich Dietz, initiator of CODE_n and CEO of the GFT Group. "CODE_n will showcase what is already possible with big data – not just in terms of technology, but also in terms of ground-breaking applications and industry solutions." The winner of the CODE_n14 Award can look forward to prize money of €30,000 and will be announced at CeBIT on March 12, 2014.

"Being able to select finalists from so many outstanding business concepts was a true luxury," states Mark Smith, CEO at Ernst & Young (EY). "We could easily have chosen three times the number of startups as finalists, without losing anything in terms of quality."

Startups from 17 countries made it to the final round of the competition. In addition to Germany, the US and the UK – which claim the majority of the finalists – Brazil, the Netherlands, Spain, Bulgaria, Israel, and France will each also send several startups to appear among the top 50 CODE_n participants. Belgium, Estonia, Finland, Canada, Luxemburg, Sweden, Singapore and Hungary will each send one representative startup.

The contest's organizers are particularly pleased with the high number of user applications the CODE_n Contest will present at CeBIT from March 10-14, 2014. Hall 16 will showcase a multitude of big data solutions from the areas of health, finance, transportation, manufacturing, the energy sector and retail. "As the world's most important IT trade show, CeBIT does not only appeal to IT departments or companies from the IT sector," states Oliver Frese, Head of CeBIT at Deutsche Messe. "IT is pervasive across all industries and has fundamentally changed the face of how business is conducted these days. That is why we are so pleased, as the trade show hosts, to address users from all of these application areas, and let the young innovators from CODE_n provide new insights for these target groups."

From a stress detector to a trend barometer
The 50 finalists span an extremely broad spectrum in terms of content: Among the innovations are a 3D model for construction companies to improve scheduling, an analysis tool that can be used to effectively tackle power outages and energy waste, a transportation management system for preventing traffic jams, a digital stress measurement device as an answer to impending burnout, and software that generates 3D maps of the human brain to pinpoint tissue anomalies.

Represented multiple times among the finalists are predictive analysis techniques that make it possible to do things like identify and significantly influence market trends. Customer intelligence solutions help retailers gain a better understanding of their business customers in order to offer them the right choice of products or services in real time.

5-day, first-class event

As in the past, CODE_n will offer a unique, top-notch 5-day event right in the heart of the CeBIT grounds. In addition to showcasing the 50 selected startups, the initiative will host an all-day conference program each day from Monday to Friday, along with exclusive evening events. Live concerts and the CODE_n Award show on March 12, 2014, are highlights. Internationally acclaimed designers Clemens Weisshaar and Reed Kram will specially deck the 5,000 square meters of Hall 16.

So far, the contests have seen more than 1,000 young companies apply for CODE_n. Past winners include myTaxi (2012), Changers.com (2013, Best Startup) and Greenclouds (2013, Best Emerging Company).

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.

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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.

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 more than 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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