

IAS Establishes Italian Branch


February 2006 - IAS Turkey

IAS, which produces CANIAS ERP, opened its Italian branch after preparations spanning a period of 8 months. CANIAS ERP, is being used by several businesses in Germany, France and Austria, as well as other countries. IAS (which stands for Industrial Application Software), was founded in 1989 in Karlsruhe, Germany by Hakan Karabiber to provide software solutions and consulting services for businesses.



IAS established an office in Torino, Italy to provide sales and consulting services for its CANIAS ERP system. IAS Italy is beginning operation in March with a staff of 10. CANIAS ERP, differentiated from its competitors by its ability to match the needs of businesses of all sizes with its flexible, Java-based structure, open source code base, and its ability to be accessed over the Web from any location, is now being offered to Italian businesses through the newly established IAS Italy office.

IAS, which increased its income, is expecting to double its growth rate with its investments in Italy. Mr. Ozgur Yavuz, who has been appointed as Coordinator for International Investments as part of the IAS expansion into Italy, emphasized that further investments in other countries would follow. Yavuz commented on the rapid growth of IAS and its goals for 2006, and said: "At IAS, we have set 2006 as a year of quantum jumps, and as a first step, we decided to approach markets that are geographically nearby. After the establishment of IAS Italy is complete, we intend to follow up rapidly with expansion into Spain. Our goals for 2006 is to establish beachheads in three countries in Europe. Because we are aware of the character of ERP projects, which are longer term and based on a relationship of trust, we chose not to grow by representation or dealers, but rather through our own investments. Thus, we will be able to maintain the trust that our customers place in IAS, and continue this trend in new countries. Of course, behind the success that IAS has attained in the international markets are the software development and R&D activities, and the superior technology that it results in. The R&D and software development departments are also in a growth trend to meet the increasing demands brought forward by our expanding markets.



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