

# OMNINET wins German Brand Award 2021

- **OMNINET honored at German Brand Award**
- **Communication and continual improvement as practical principle**
- **Rely on automated business processes**

## Eckental, 10<sup>th</sup> of June 2021

OMNINET managed to come out on top in the category Excellent Brands in Telecommunications & IT at the German Brand Award 2021. The Jury honors the German business process software company with the “Special Mention” award for its successful brand management

Awarded by the German Brand Institute, the German Brand Award presents and rewards exceptional brands and brand owners. An independent jury, consisting of experts from enterprises, science, consulting, service and agencies, evaluates aspects like grade of innovation, continuity and sustainability on the basis of different criteria.

## Communication and continual improvement as practical principle

Since OMNINET accompanies customers with digitalization over a long period, constant dialogue and continual improvement are essential. As the requirements of every project are different, it is important to define the goals together to ensure the project turns out as a success from start to finish. In this way, all parties involved are pleased with the results. These feedback loops also push the continuous further development of the software. “For us at OMNINET, as a partner for digitalization, values like flexibility, reliability and transparency are crucial. These are the cornerstones of a successful customer relationship, and therefore, the basis for the success of our company. We are very proud to achieve this award. It acknowledges us and encourages us to improve ourselves even further.” outlines Markus Lenzer, CEO at OMNINET

## Solid basis for digitalization

OMNINET simplifies complex business processes for every company. The business process ecosystem OMNITRACKER is built modular and provides a solid foundation for the digitalization. The software is easily and independently customizable. In that way, existing workflows do not have to be changed to fit the tool, OMNITRACKER rather adapts to the existing requirements. This saves time and money. Additionally, updates and upgrades can be performed at any moment, so customers are ready for the future.

## About OMNINET

OMNINET, headquartered in Eckental near Nuremberg, Germany, and with other national branches and international subsidiaries, is one of the market leaders in the field of business process software, especially in the field of IT and enterprise service management. The product portfolio ranges from a highly flexible platform for the digitization and automation of business processes to BI tools and cloud based service management solutions. OMNINET is certified to ISO standard and has been delivering certified and award-winning software products for 25 years—100% made in Germany. OMNITRACKER is the industry-independent software solution for an ITIL<sup>®</sup>4- and GDPR-compliant implementation of individual digitization strategies.