

## Frequently Asked Questions & Answers B4 Consulting, Inc.

1. **What is the formal company name?**
  - a. B4 Consulting, Inc.
  - b. Tagline: We're All About Your Business
  - c. URL: [www.b4-consulting.com](http://www.b4-consulting.com)
  
2. **When did the name change?**
  - a. IMG Americas, Inc. announced its formal name change to B4 Consulting, Inc. on January 2, 2008.
  
3. **Why did the name change?**
  - a. In September 2007, IMG Americas announced its management buyout (MBO) from the S&T GROUP, which was executed to strengthen our operational efficiencies and service to our customers and partners.
  - b. This MBO required the establishment of a new company brand and name, effective by January 1, 2008.
  
4. **Why B4 Consulting? What does the name mean?**
  - a. We want our company name to start a conversation on the value we bring to SAP customers.
  - b. B stands for Business – we are all about our customers' business
  - c. 4 stands for the four pillars of our consulting expertise: **integrating** business **processes** and **technologies globally**.
  - d. B4 Consulting and tagline are intended to communicate our differentiation and dedication -- *we're all about your business*.
  
5. **What is B4 Consulting SAP partner status?**
  - a. B4 Consulting is the only SAP partner in North America to be 100% SAP-centric and address the entire SME SAP solution portfolio including:
    - i. SAP Business All-in-One
    - ii. SAP Business All-in-One fast-start
    - iii. SAP Business One
  - b. We are a gold-level SAP Channel Partner and authorized reseller of SAP All-in-One and SAP Business One in North America
  
6. **How many offices does B4 Consulting operate?**
  - a. We operate regional offices throughout the US in Greater Boston, Philadelphia and Chicago, New York City, and Mountain View.
  
7. **What about international offices?**
  - a. Currently, B4 Consulting has an office in Germany:



B4 Consulting GmbH  
Königstr. 10c  
70173 Stuttgart  
Tel: +49 (0) 711 222 54 420  
Fax: +49 (0) 711 222 54 200  
Email: [info@b4-consulting.de](mailto:info@b4-consulting.de)

- b. In the coming months, B4 Consulting will open offices in the United Kingdom and Switzerland. These office locations will be announced when the legal entities are finalized. URLs for these domains have been secured.
  - c. The strength of our global presence is unchanged as B4 Consulting. We continue to have a relationship with S&T as well as with our many international partners.
  - d. Our global capabilities are a differentiator for B4 Consulting, Inc.
- 8. How do customers contact B4 Consulting?**
- a. All phone numbers, addresses, remain unchanged as B4 Consulting, Inc. Our worldwide headquarters remains in the Greater Boston area:  
B4 Consulting, Inc.  
1400 Main Street  
Waltham, MA 02451  
Phone +1 781 810 4350  
US Toll-free + 1 888 446 4872  
Email: [info@b4-consulting.com](mailto:info@b4-consulting.com)
  - b. B4 Consulting email convention: [firstnameinitiallastname@b4-consulting.com](mailto:firstnameinitiallastname@b4-consulting.com)