

## **B4 Consulting Co-Sponsors SAP Exchange 2011 on Real Estate Lifecycle Management**

*SAP Gold Partner to Present on SAP® Best Practices that Accelerate  
Time-to-Value of SAP Real Estate Management Application*

*Waltham, Mass. — April 4, 2011--* [B4 Consulting®](#), helping companies grow with SAP® software, services and support, today announced it will be a co-sponsor and a featured presenter at the [SAP Exchange 2011 on Real Estate Lifecycle Management conference](#). SAP gold channel partner and recently named the 2010 SAP High Growth Channel Partner of the Year for North America, B4 Consulting will present a business case for SAP Best Practices as currently implemented at a leading real estate developer. The presentation will also feature the SAP Real Estate Management application, including add-on solutions from SAP that address common area maintenance capabilities.

The SAP Exchange 2011 on Real Estate Lifecycle Management conference brings together the SAP real estate ecosystem of solution specialists, industry experts and customers who gain new insights into SAP solutions that optimize all areas of real estate management. The conference will be held at the Mid-America Club in Chicago, Ill., April 5-6.

“B4 Consulting has a dedicated practice that delivers comprehensive business management services and solutions to the real estate industry,” said Klaus Schottenhamel, president and CEO of B4 Consulting. “Therefore, this event is a perfect opportunity to exchange ideas on industry best practices and to learn how SAP is evolving its solutions to meet the unique business requirements of asset, property and facilities managers as well as real estate developers. B4 Consulting is passionate about accelerating the time to value of SAP solutions and we’re eager to present how SAP Best Practices can drive down implementation times and costs while improving operational efficiencies for our customers’ competitive advantage.”

“At SAP Exchange 2011, attendees will learn how SAP solutions help customers solve challenges during various phases of real estate lifecycle management, from investment planning through lease and space management to facilities management,” noted Christian Kraemer, director, Line of Business Solutions, SAP AG. “The B4 Consulting team has global experience in different types of real estate management, including commercial, corporate and land. Its support of this conference helps to enrich our knowledge sharing with SAP customers and underscores the strength of the SAP partner ecosystem.”

### **About B4 Consulting, Inc.**

An SAP gold channel partner, B4 Consulting integrates business processes and technologies globally for customers who want to grow their businesses using SAP solutions. B4 Consulting is authorized to resell and implement the entire SAP portfolio for the mid-market throughout North America and helps large enterprises accelerate the time-to-value of SAP Business Suite solutions. Advancing SAP Best Practices, B4 Consulting also focuses on engineering, construction, real estate, heavy equipment dealers, and professional services industries. [www.b4-consulting.com](http://www.b4-consulting.com).

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