press release

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KGS Software GmbH in neuem Design

Relaunch für den Unternehmens- sowie Internetauftritt

Neu-Isenburg, 5 March 2021- On the occasion of its 20th anniversary, the software manufacturer has redefined both its corporate and its web design. The result is a completely changed appearance that does justice to the visionary claim in terms of digital archiving and at the same time underlines the SAP expertise that has been confirmed many times over.

"We are proud of all that we have achieved in the last two decades," kgs Managing Director Winfried Althaus is pleased to say. "We could only succeed because we have aligned our actions with the dynamic technical developments in the software industry and reacted to the demands of the market with flexibility and a willingness to innovate." With the consistent and far-reaching relaunch of its corporate image, kgs wants to underline the new orientation and further development of its portfolio. The focus is on customer benefits. Therefore, there is more space on the new website for news, top topics and solution ideas for various scenarios from the world of archiving, a real archiving guide as well as download options for practical examples, reference reports and white papers, among other things, which offer customers orientation in their decision-making on the topic of archiving. Archiving across SAP boundaries is also always covered, in order to show the many companies that also use applications such as Salesforce in addition to SAP.

At the centre of the re-design is the new kgs logo, which follows the stylistic elements of the logo for the kgs product line tia®, which was already launched in 2020. At the centre of the logo is the circle symbol, which is intended to emphasise the absolute focus on the core topic of archiving, as well as customer centricity. In addition, the circle look is reminiscent of a pupil, which at kgs stands for intelligent solutions. "Our credo is: the form counts. This ambiguity conveys our claim to daily work and at the same time the idea behind the logo: the "smiling dot" instead of a simple letter "g" is for us the symbol for a highly technological and at the same time very human company that aims to evoke a smile in our customers," explains marketing manager Johanna Zinn, who was in charge of the project.

In other respects, too, the company has fundamentally changed its appearance - away from the dark blue, grey looks to the trendy colours anthracite, yellow and mint. A new font and a new world of images have been introduced. In addition, the wording has changed: less technocratic, more practical and related to everyday life, as well as more SAP-related. Winfried Althaus: "The partnership with SAP is a fundamental basis of our work and our success. That is why it is important that this proximity to SAP and our expertise is perceived at first glance on our new website. At the same time, it is important to us that it is clearly recognisable that forward-looking, intelligent archiving goes beyond SAP applications and can thus also be created for other applications.

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KGS Software GmbH

KGS Software GmbH, headquartered in Neu-Isenburg near Frankfurt am Main, has been the digital archive specialist for top companies worldwide for over 20 years. Data and documents from SAP as well as documents from other leading applications are migrated and archived using high-performance, lean software. Under the brand "tia®" - the intelligent archive - the archive manufacturer has been uniting all kgs product modules into a common vision of the intelligent document archive since 2020. tia® stands for autonomous archiving, is connectable to any applications, storage solutions and cloud technologies and offers companies the single point of truth (SPoT) for accessing documents. kgs has been certifying ArchiveLink® and ILM interfaces for SAP worldwide since 2005 and is a global SAP Value Added Solutions Partner.