

A strong group
topsystem centralises brand communications
under EPG umbrella

topsystem is pooling its brand communications under the joint tagline “EPG – Smarter Connected Logistics”, marking a further strategic step in its corporate development. With topsystem having been a part of EPG since as early as 2016, the two companies have leveraged considerable synergies within their businesses and across products. The aim now is to further strengthen the company’s image as a major group and global player with the help of uniform branding. With topsystem celebrating its 25th anniversary this year, the move marks yet another milestone in its history.

“The time has come to think even bigger,” says topsystem CEO Tim Just. “The logistics industry is in a phase of continuous and dynamic change. Companies need to display speed and flexibility in order to remain competitive. That’s why this next step represents a huge opportunity for us: By standardising our brand and sales communications, we are strengthening our image as part of EPG, a company with operations around the world.” This means that the firm will in future use a common EPG logo and uniform branding to further strengthen its market position and cement its image as a global player. “We will continue to work together with our clients, partners and suppliers in a spirit of trust – that goes without saying. And the responsibilities within our team will also stay the same – topsystem will remain a company within EPG,” adds Just. “This change only concerns our branding.”

The company’s two divisions Voice Solutions – voice-controlled applications with Lydia® Voice – and Logistics Solutions – products and services for the logistics and aviation industries – form an integral part of EPG’s supply chain execution system (SES). “Thanks to our portfolio of solutions, we are playing a key role in establishing SES as the ERP system for logistics, covering the entire logistics supply chain – including warehouse, road, rail, sea and air,” explains Ingo Richter, CEO of topsystem.

From German systems house to global tech provider

The “top” in topsystem encapsulates the thinking behind the company’s foundation 25 years ago, with the abbreviation standing for “Technology to Optimise Processes.” The company entered the market in 1995 and has enjoyed success ever since, designing IT solutions for a wide range of areas. It all began with control software for industrial furnaces. It wasn’t long before topsystem expanded its portfolio and entered the aviation industry. It also discovered further potential in logistics, especially in the field of voice solutions. The company has continuously strengthened its core competencies for voice-controlled work processes over the past 20 years and is now the technology leader with Lydia® Voice. topsystem became a part of EPG in 2016 and is the world’s fastest growing provider of voice solutions. By leveraging the synergies generated, the company was able to drive the crucial development of its established aviation products and tap new target markets, namely logistics. “With EPG | WFM (workforce management) and EPG | CnB (contract and billing), we have already taken two products from our aviation portfolio and turned them into useful tools for the logistics industry. The uniform branding now provides added support to this development,” says Richter. “We firmly believe that we have a whole lot more potential to tap.” Comprehensive information about our portfolio of solutions is available at www.epg.com.

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1. Tim Just and Ingo Richter, both CEOs of topsystem, push the goal of further strengthening their own public image as a large group and global player with a uniform brand appearance under the EPG umbrella.
2. The two solution areas Voice Solutions for voice-guided applications with Lydia® Voice, and Logistics Solutions with solutions for the logistics and aviation industry, are an integral part of EPG's Supply Chain Execution System (SES).
3. EPG has 17 locations worldwide and offers its international clients solutions to optimize their supply chain and local support.

EPG – Smarter Connected Logistics

EPG is a leading international provider for a comprehensive Supply Chain Execution System (SES) and employs more than 600 people at 17 locations around the world. The company provides its more than 1,500 customers with WMS, WCS, WFM, TMS and voice solutions to optimize logistics processes – from manual to fully automated logistics environments. EPG solutions cover the entire supply chain: From warehouse and road to ground and cargo handling solutions at airports. Logistics consulting, cloud services, managed services and logistics training courses at the company's own academy round out the comprehensive list of solutions from EPG.

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