

## **Not every takeover ends with dismissals**

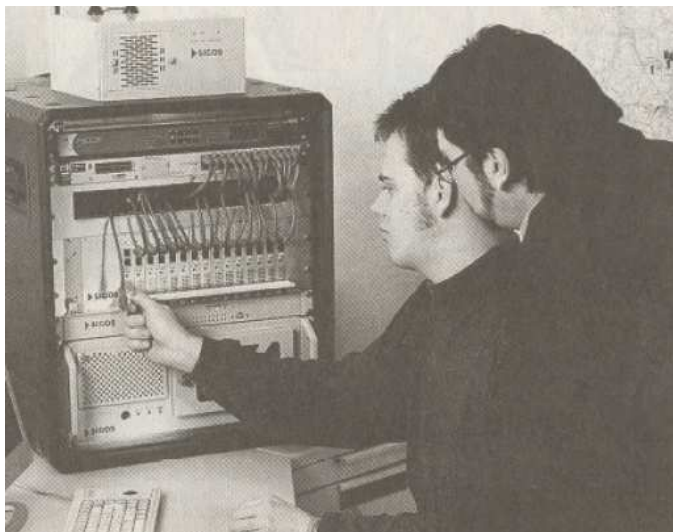
### **The merger between the US-based company Keynote and the Sigos GmbH even creates new jobs in Nuremberg**

Nuremberg (Eig.Ber./nn) – If two companies merge, the employees of both companies are normally worried about their jobs. But this is not necessarily the case, verifies Sigos GmbH, which was taken over by the US-based company Keynote: Instead of cutting jobs, the Nuremberg-based specialist for system integration in telecommunication even increases staff.

Since the publishing of the takeover last April, the Franconian experts for mobile communications have contracted five new employees. By doing so, the number of employees increased to 71. The Nuremberg-based hightech company has never had so many employees in the 17 years of its existence. . “In fact, we are still looking for high qualified employees”, says Johannes Reis, chairman of the management. “But we do not find so many employees with the appropriate qualifications we need.” This is the case, even though the conditions on the market have even been worse for employers than today.

“Sigos was bought from an American company, but it will continue its success story under Franconian management”, explains the manager Norbert Neumeister. The business had already become more international in the past: We have customers from Australia to Turkey, from South Africa to Croatia, from Saudi Arabia to Malaysia, just to mention a few examples. “Our customers include the big ones of the sector world-wide. These global players want to make sure that they can be served by us also in the future”, explains Mr. Reis. In this case, the liaison with Keynote is helpful.

There are two reasons why Sigos hires more employees for the new era of internationality: First, the business fields of Sigos and Keynote do not overlap. Both companies complement each other nearly “in an ideal way”, on the level of activities as well as in geographical terms, explains Mr. Reis. “Keynote is specialised in the internet and the American market. We work with telecommunication and we represent a strong position particularly in Europe.



The company Sigos GmbH was founded in 1989 in Nuremberg. Sigos is specialised in testing networks in the field of telecommunication.

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Concerning the extent to which the world of internet, telecommunication and media merge, it is strategically correct that the expertise of both companies come together.“

For Sigos the merger means that the company „makes a big step towards the internet“. Up to now, the Nuremberg-based company has primarily dealt with the stability of the networks, the functionality of mobile communication and fixed-line network. Now they also want to deal with contents because they get more and more extensive and easier to handle, which means the testing of the smooth functioning is getting more decisive for the individual providers.

### **Market leader**

At the same time, the established business with test systems is to be expanded. According to Mr. Reis, the company has reached the absolute market leadership in the field of automated testing of mobile phone networks and communications services from the client's point of view. The Sigos-System is supervising the availability of services non-stop. And this market is still growing, „a crowding out competition has not taken place here yet“, says Mr. Reis.

Whilst Keynote Sigos plans to expand its activities on internet applications in the future, Keynote, on the other hand, is to create a mainstay in test systems for mobile communications. „We only see advantages for both sides“, summarizes the manager of Keynote Sigos. „The merger is an absolute win-win situation.“