

## Press Release

### Simply Renamed: iTiZZiMO AG becomes Simplifier AG

**Wuerzburg, 28 February 2019.** With immediate effect, the Wuerzburg-based iTiZZiMO AG operates now as Simplifier AG. With the name change, the company focuses primarily its activities as a software manufacturer of the same-titled low-code platform Simplifier.

Until 2020, the market for low-code platforms will increase to 15 billion dollars worldwide. According to leading analysts, Simplifier, the best-known German low-code platform, stands eye to eye with established market leaders from the US and has already achieved three-figure growth rates in license revenues.

The recently published release 4.0 of the Simplifier platform is a milestone in the product roadmap of the company and has been successfully used by renowned industrial companies in the DACH region countries (Germany D, Austria A, Switzerland CH) for the implementation of their digitalization strategy.

The software company currently has more than 70 employees at their headquarters in Wuerzburg and focuses on further growth. „We believe that particularly a German software manufacturer should play a crucial role in the efforts for digitalization in Europe. Our declared goal is the European market leadership in the low-code segment”, said Reza Etemadian, CEO of the Simplifier AG.

#### Picture:

Simplifier Logo (jpg)

Source: Simplifier AG

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## About the Simplifier AG

As the Wuerzburg-based software manufacturer of the low-code platform Simplifier, Simplifier AG ensures the sustainable digitalization of business processes. Its core competence thereby is the configurative creation (low-code) of integrated enterprise applications based on modern and innovative (web) technologies. This allows integrated business and IoT applications to be created sustainably so that digitalization strategies can be implemented more efficiently. Hence, the integration of existing IT systems, machinery and production lines as well as the creation of device- and operating-system-independent applications do not require much coding. Thus, Simplifier is well-suited for both the digitalization of internal business processes and the establishment of new digital business models. The headquarters in the University City Wuerzburg allow Simplifier AG to fully support customers and partners in the DACH region and it ensures that ambitious young talents can be added to the team at any given time.

Attachment:

Logo 520x98px (50% Ratio)

