



**Software & E-Commerce from Jena**  
Location for the advanced.

**SOFTWARE & E-COMMERCE  
FROM JENA**

#### Contact JenaWirtschaft – Business Development

Would you like to contact Jena's companies or gather information on the location?  
We provide competent, discreet and free advice.

JenaWirtschaft  
Wirtschaftsfoerderungsgesellschaft Jena mbH  
Leutragraben 2-4 · 07743 Jena · Germany

Phone: ..... +49 (0) 3641/87 300 30  
Fax: ..... +49 (0) 3641/87 300 59  
Email: ..... jenabusiness@jena.de  
Web: ..... www.jena-business.com

# Welcome to the Capital of E-commerce Technology.

Intershoptower – Centre of the e-commerce branch



Customised solutions are developed by AGETO Service GmbH.



Traffic safety, building- and object monitoring – DAKO EDV Vertrieb- und Entwicklungs GmbH & Co.KG



Pioneers of the e-commerce industry – Intershop Communications AG



In Jena, many companies of the e-commerce industry are organized today in the Towerbyte association.



*Within 'the community', Jena has always been well known. People running an update of the location nowadays will find that there are many secret stars among Jena's software engineers and programmers. They design and implement real-time process control systems for their international clients, they create innovative software for product configuration, they develop software products for applications in biomedicine and material analysis and many more. Without a doubt, e-commerce solutions from Jena are most widely known. People who buy or sell online cannot do so without them. Many clicks happen in Jena before that click on the shop.*

## Here, innovations are programmed ...

In 1879, the world was far from the computer. Nevertheless, a scientist from Jena laid the foundations of modern informatics the same year: Gottlob Frege, a mathematician, logician and philosopher published his 'Begriffsschrift' ('Concept Writing'). It was a true revolution since Frege was the first to develop a formal language and formal evidence. In doing so, he created the foundations for contemporary modern programming languages.

The first e-commerce software as we understand it today was developed in Jena. The founders of the Intershop company were so successful with this software that even today they are considered pioneers of their industry. In Jena, many companies of the e-commerce industry are organized today in the Towerbyte association.

Alongside companies with a main emphasis on e-commerce, various other software companies with further competencies and an international focus are based in Jena. Over the past few years, the number of employees in the software sector in Jena has increased continuously. In Jena, one person out of 20 works in this field totalling about 5,000 employees in the IT sector.

Jena offers a positive start-up climate. Founders find many successful role models, suitable infrastructure and often even financing opportunities. They are also actively being supported by local networks. This positive culture also encourages employers to support new spin-offs by employees instead of considering them a threat. Jena's start-up dynamics are high, resulting in a high number of spin-offs from existing companies and universities.

In Jena, development and application go hand in hand. A highly demanded partner of the software companies is the Department of Mathematics and Computer Science of the Friedrich Schiller University Jena with the Institute for Applied Mathematics, the Mathematical Institute and the Institute for Computer Sciences. There, topics such as databases and information systems, pattern analysis, artificial intelligence, operating systems, bioinformatics, computer architecture, theoretical computer science and many more are discussed.

The Jena University of Applied Sciences with its Department of Electrical Engineering and Information Technology is also a popular co-operation partner for the economy. Companies will find fully-qualified employees in Jena among graduates of the study programme „e-commerce“ of the the Jena University of Applied Sciences – so tomorrow's software engineers and programmers are already studying in Jena today.

## Software, solutions and services ...

Many global players order their software solutions in Jena. Their business activities include:

- Standard software solutions for e-commerce as well product implementation (customized industry solutions for multinational corporations as well as medium-sized companies)
- Online and search engine marketing, E-commerce on demand, IT consulting, cloud solutions, web development and web 2.0 projects, professional support and trainings

- Solutions in fields such as modelling, software technologies, real-time systems, databases, operating systems, user interfaces, networks and computer architectures
- Software and services for web applications such as e-government, configurators for product and variant configuration, CAD programmes and modules, knowledge-based consultation systems, electronic data preparation and technical documentation
- Online-Shops
- Mobile software solutions (apps)
- Firmware (for example biometric identification systems, traffic safety engineering and software for public authorities, systems for the acquisition, processing, analysis and archiving of images in the field of microscopy)

## Success stories in Jena ...

AGETO AG	www.ageto.de
Büromarkt Böttcher AG	www.bueromarkt-ag.de
ClientHouse GmbH	www.clienthouse.com
Constancy GmbH	www.constancy.de
ComputerDienst Jena GmbH	www.cd-jena.de
DAKO Firmengruppe	www.dako.de
Demandware GmbH	www.demandware.de
dotSource GmbH	www.dotsource.de
ePages GmbH	www.epages.com
EQUIcon Software GmbH Jena	www.equicon.de
ESET Deutschland GmbH	www.eset.de
Finnwaa GmbH	www.finnwaa.de
Flyacts GmbH	www.flyacts.com
Flymint GmbH	www.flymint.com
GODYO Business Solutions AG	www.godyo.com
igniti GmbH	www.igniti.de
itelligence AG	www.itelligence.de
Intershop Communications AG	www.intershop.de
Invitronic GmbH	www.invitronic.de
IronShark GmbH	www.ironshark.de
JENTECH Datensysteme AG	www.jentech.de

MAD – Mobile Application Development GmbH	www.mad-mobile.de
match2blue GmbH	www.match2blue.de
medipolis.de Versandapotheke	www.medipolis.de
mvolution GmbH	www.mvolution.de
Navimatix GmbH	www.navimatix.de
Optimal Systems GmbH	www.optimal-systems.de
ORISA Software GmbH	www.orisa.de
PlanOrg Informatik GmbH	www.planorg.de
PST AG	www.pst.ag
Skatedeluxe OHG	www.skatedeluxe.de
SMA Development GmbH	www.sma-dev.de
Somengo GmbH	www.somengo.de
TAF mobile GmbH	www.tafmobile.de
TD Software GmbH	www.tdsoftware.de
T-Systems Multimedia Solutions GmbH	www.t-systems-mms.com
WEKO INFORMATIK GmbH	www.weko.de
Xceptance Software Technologies GmbH	www.xceptance.com

## Networks, Research and Education ...

**Jena University of Applied Sciences**  
**„Ernst-Abbe-Fachhochschule Jena“**  
 Bachelors programme e-commerce  
<http://ecommerce-bachelor.de>

**Friedrich-Schiller-Universität Jena:**  
 Faculty of Mathematics and Computer Science  
[www.minet.uni-jena.de](http://www.minet.uni-jena.de)

**TowerByte eG**  
[www.towerbyte.de](http://www.towerbyte.de)

*Many global players order their software solutions in Jena.*