



## **Insiders Technologies is one of the Top 100**

**Firm from Kaiserslautern joins Germany's elite group of innovative companies/Award to be presented by Top 100 mentor Ranga Yogeshwar**

*Kaiserslautern– The 23rd Top 100 awards for Germany's most innovative SMEs are about to be presented, and this year, Insiders Technologies is joining this elite group for the third time. The Kaiserslautern-based firm took part in a rigorous, scientific selection process that analysed innovation management and successful innovation. Ranga Yogeshwar, the competition mentor, will present the top innovators with their awards at the German SME Summit in Essen on 24 June.*

Insiders Technologies GmbH is a globally-operating software provider, specialized in processing documents using artificial intelligence. The company supports its customers with intelligent software products for modern customer communication channels on their way to the digital future. The top innovator works closely together with its strategic partners, including established scientific institutions such as the Fraunhofer Institute for Experimental Software Engineering (IESE). Insiders itself was founded in 1998 as a spin-off of the German Research Center for Artificial Intelligence (DFKI) and today it views itself as the interface between fundamental research and the customer.

The innovation process focuses on the 130 employees who are given as much freedom as possible to develop innovative ideas. "We implement a corporate culture in which we create flexible general parameters, thus demanding and encouraging creativity on the part of our employees," explained CEO Werner Weiss. This includes flexible working hours, cross-departmental (creative) meetings, interactive intranet platforms, creative spaces and shared leisure activities, resulting in an extremely productive atmosphere – the staff view themselves as "entrepreneurs within the company".

In terms of customer communication as well, Insiders concentrates on the transfer of knowledge to achieve innovative progress. In regular user forums, the customers report on their practical experiences with digital input management solutions. These reports are supplemented by specialist presentations and workshops run by Insiders, in which experts from the research sector and from a variety of industries investigate various currently relevant issues in detail. In this way, Insiders takes further innovative leaps forward for the digital transformation.

This year, more than 4,000 companies registered an interest in taking part in the Top 100 competition, with 366 of them applying for the qualification round

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and 284 getting through to the finals. Ultimately, 238 made it into the Top 100 (maximum of one hundred in each of the three size categories). Once more, the companies were evaluated by Nikolaus Franke, Professor of Entrepreneurship and Innovation at the Vienna University of Economics and Business Administration, and his team. They examined more than 100 parameters in the following five assessment categories: 'Innovation-friendly Senior Management', 'Climate of Innovation', 'Innovative Processes and Organisation', 'Innovations Marketing' and 'Successful Innovations'.

The Top 100 are among the pacesetters in their sectors. Statistics reveal that the evaluation process included 97 German market leaders and 32 global market leaders. On average, they generated 40 per cent of their recent revenue from innovations and product improvements, which they brought to the market before their competitors. Their revenue growth rate was 28 percentage points higher than the average for their industries. In the last three years, these SMEs have together applied for a total of 2,292 German and international patents. This ability to innovate also pays dividends in terms of jobs, with the Top 100 planning to take on around 9,500 new employees in the next three years.

The Top 100's mentor, science journalist and television presenter Ranga Yogeshwar, is impressed by the quality of the companies and hopes they will become role models. 'The way in which the Top 100 companies generate new ideas and develop groundbreaking products and services based on them is remarkable in the truest sense of the word. I am delighted that the award highlights these qualities. I hope their success will encourage others to follow in their footsteps, because this culture of innovation is going to become increasingly important for all companies.'

#### **The Top 100 competition**

Since 1993, compamedia has been awarding the Top 100 seal of approval to SMEs with a particular ability to innovate and above-average success rates for innovations. This project has been coordinated by Professor Nikolaus Franke from the Institute of Entrepreneurship and Innovation at the Vienna University of Economics and Business since 2002. The Top 100 is mentored by science journalist and television presenter Ranga Yogeshwar and organised in partnership with the Fraunhofer Society for the Promotion of Applied Research and the German Association for Small and Medium-Sized Businesses (BVMW). manager magazin provides media support for the company benchmarking competition. Further information is available at [www.top100.de](http://www.top100.de).

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