

## Our agency at a glance

### SF eBusiness: a brief profile

As a consulting services and solutions partner for digital communications, online systems, online marketing and IT infrastructure, we support our clients at every stage of the value chain:

- Strategic consulting services
- Creative services
- Design & usability
- Front-end programming
- Back-end programming
- Hosting
- Operation & roll-out
- Marketing

Furthermore, SF eBusiness is positioned on the market with the Institute for Applied Usability:

- Usability testing
- Online research

### History

In 1976, Heinz Stoll and Gerhard Fischbach co-founded the agency named stoll & fischbach. By 1987, stoll & fischbach had merged its 'online' services with Eurotel New Media GmbH, ultimately positioning stoll & fischbach as an online specialist. In 2001, the entire agency was sold to plenum AG. On 1 October 2007, Heinz Stoll, Simon Loebel and Tobias Stoll acquired the online division of the agency business from plenum AG through a management buyout. In 2011 SF eBusiness has partnered with 8 other internet agencies to form the UDG United Digital Group.

### Management

Simon Loebel, Tobias Stoll and Heinz Stoll are managing directors.

### Employees

45 full time employees (as at August 2011)

### Finances

Nominal capital: 300.000 €  
 Fiscal year: October 1 to September 30  
 Revenue for fiscal year 2010: € 3,6 million  
 Revenue for fiscal year 2011: € 4,0 million (e)

### Our social commitment:

- Youth Research Centre Herrenberg-Gäu, Aerospace Lab e.V.
- Community Foundation Herrenberg

### Products and key services

We offer a wide array of consulting services and solutions in both of our key areas, digital communications, online systems, social media and IT Infrastructure:

#### Digital communications:

- Internet
- Extranet
- Intranet
- Online marketing
- Mobile marketing

#### Online systems:

- Content management systems
- Portals
- Online shops
- eCRM

As specialists in content management systems, we have a wealth of expertise in implementing large-scale web applications with Open Text Web Solutions (formerly RedDot CMS and RedDot Live Server) and FirstSpirit 4. We are a RedDot 'Premium Partner' and e-Spirit 'Preferred Partner'.

### Social media & Online marketing

#### Online marketing:

- Social Media Marketing
- Facebook Marketing
- SEO
- SEM
- Regional SEM

#### Performance measurement:

- Social media monitoring
- SEO Monitoring
- WebAnalytics
- Integrated performance measurement

### IT Infrastructure

- Hosting
- Housing
- Domain Management
- Server Administration
- IT-Service

### A selection of references

Andreas STIHL	Online lead agency	worldwide	since 1997
DKV	Technical lead CMS	worldwide	since 2001
Henkel	Online design lead agency	worldwide	since 2006
Heraeus	Online lead agency	worldwide	since 2007

### Location

SF eBusiness is headquartered in Herrenberg (near Stuttgart)

SF eBusiness GmbH  
 Kalkofenstraße 51  
 71083 Herrenberg  
 Germany  
 Tel.: +49 7032 / 932 - 0  
 Fax: +49 7032 / 932 - 199  
 e-Mail: info@sfe.de  
 Web: www.sfe.de