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**HORVÁTH & PARTNERS USA AND ICM AMERICA JOIN FORCES TO DELIVER SEAMLESS  
INTEGRATION OF STRATEGY MANAGEMENT  
WITH SAP BW AND SEM**

BOSTON, MA and MEDIA, PA, – January 12, 2006 – Péter Horváth & Partners Inc. and ICM America will combine their experience and services to provide a seamless integration of strategy management with SAP BW (Business Information Warehouse) and SEM (Strategic Enterprise Management). This will close the gap between strategy refinement & alignment and strategy execution & anchoring based on strategy maps, balanced scorecards, and strategic action programs.

Strategy execution and the name Horváth & Partners belong together. Horváth & Partners introduced the Balanced Scorecard into the German-speaking world in the mid-1990s, made considerable improvements to it, and supplemented it with their knowledge and experience in the fields of strategy management, business performance management, and managerial control.

ICM America delivers SAP Consulting Solutions that integrate business processes and technology solutions across the value chain to make businesses more flexible, more efficient, and better able to adapt to change in order to stay one step ahead of the competition.

Successful strategy management is one of the most critical challenges that organizations are facing today. After developing and mapping corporate strategy and aligning business units, functions, and regions, many companies fail to execute and anchor these strategies due to an insufficient use of their information technology systems. We will bridge this gap by leveraging SAP technology in three areas:

1. A Balanced Scorecard based reporting and analysis will improve transparency and decision making (only) with reliable and solid data.

2. A sophisticated and continuous multi-project approach for tracking and managing strategic action programs will help to make the strategy happen.
3. An integration of strategy maps, balanced scorecards, and strategic action programs with operational planning and budgeting will link strategic planning to the day to day business.

#### About ICM America

ICM delivers SAP consulting solutions that integrate business processes and technology solutions across the value chain and is an official SAP Services Partner. ICM originated 15 years ago in Germany, and ICM America was founded in 1997. As a whole, ICM America has a management team with more than 60 years of proven experience, implementing over 100 successful projects. ICM's staff has acquired extended knowledge across many industries, leveraging its expertise in chemical, pharmaceutical, automotive, high tech, and food and consumer packaged goods. Only the best SAP senior consultants are part of ICM's professional staff, which leads and executes SAP implementations and integration projects. ICM's focus is on business intelligence (BI), lead to cash, including APO and CRM, NetWeaver, Portals, XI and project management, as well as independent assessments and quality assurance. For more information, visit [www.icmamerica.com](http://www.icmamerica.com) or call +1 610-647-9000.

#### About Horváth & Partners Management Consultants

Horváth & Partners is a leading international management consulting firm for business performance management. For 25 years, we have helped global companies to achieve sustainable and long-lasting performance improvements by aligning processes, organization, and managerial accounting and control systems with innovation and strategy. As “Performance Architects”, we combine different approaches to integral performance management solutions that ensure real competitive advantage. With the strength of over 270 consultants, located in 11 offices and 7 countries we provide innovative solutions for our clients in more than 25 countries worldwide. For more information, visit [www.horvath-partners.com](http://www.horvath-partners.com) or call +1 781-402-1232.