Enterprise Software

Technology Report

Vienna,
May 2021

Dear readers,

With 5,900 companies employing some 55,000 people, Vienna ranks among the top five IT metropolises in Europe. These companies generate a total of around EUR 20 billion each year.

These figures illustrate the enormous significance of digital technologies for Vienna as a business location. The industry generates high-quality jobs, which likewise require a highly qualified workforce. Vienna benefits greatly from a first-class education system, excellent infrastructure and a dense network of university-based and other research institutions. According to various studies, the city is particularly strong in innovation, comprehensive support of start-ups and a strong focus on sustainability.

The VIENNA 2030 economic stimulus and innovation strategy identified six key topics for the Austrian capital. The strategy defines the specific thematic areas in which Vienna will strive to become a world leader within the next ten years through the development of powerful innovations ("Viennese solutions"). One of these areas is Vienna-style digitalisation. High-quality digital solutions from the city will be internationally recognised for their fairness, transparency, security and autonomy. Vienna will become "the" city in which digital solutions expressing a new concept in digital humanism are developed and implemented to sustainably and inclusively benefit people.

The enterprise software sector is one of the most important catalysts in the Austrian economy, achieving significant added value across a broad range of economic sectors. In years to come, the industry around the world will benefit from the drive to digitalise, the working-from-home trend and the associated demand for appropriate software and cloud solutions, all of which have intensified as a result of the COVID-19 pandemic. Developments in enterprise software are coming thick and fast, and the key to success lies in active research and development activities plus international networking.

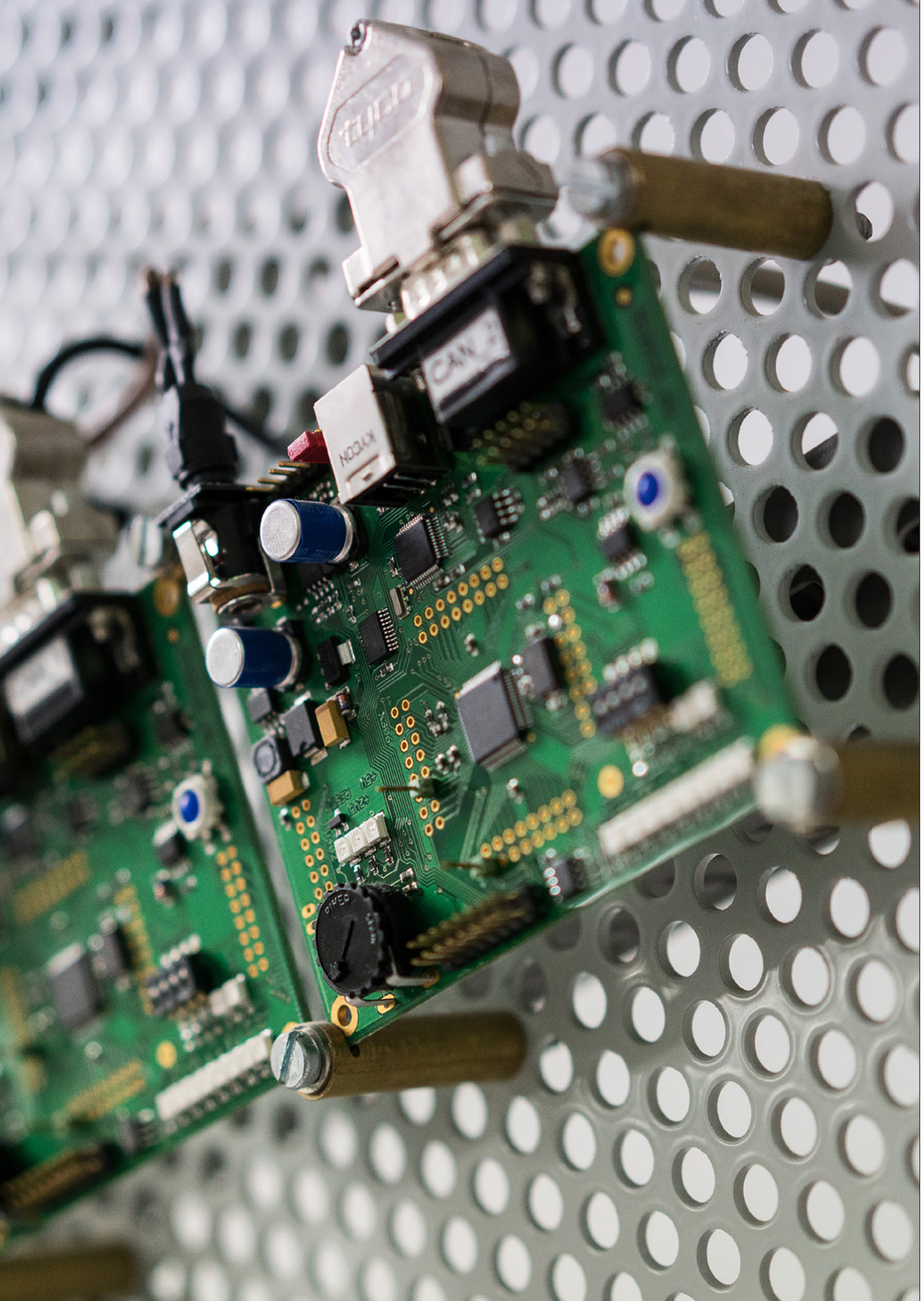
This Technology Report provides an overview of current strategies, flagship projects and relevant actors in the field of enterprise software in Vienna.

We hope you enjoy reading it!
Your Vienna Business Agency team

vienna business agency

REACT-EU ALS TEIL DER REAKTION DER UNION AUF DIE COVID-19-PANDEMIE FINANZIERT.

EFRE
Europäische Union Investitionen in Wachstum & Beschäftigung. Österreich.



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Market valuations from June 2020 identify the world's most valuable software company

Microsoft, as also being the largest company in the field by a considerable margin, eight times larger than its next largest competitor, Oracle. The US company is expected to increase its dominance over this sunrise industry yet again.[3]

1. Microsoft	USD 1,359 BILLION
2. Oracle	USD 167 BILLION
3. Salesforce	USD 144.9 BILLION
4. SAP	USD 142.2 BILLION

The software sector is one of the most important catalysts in the Austrian economy, achieving significant added value across a broad range of economic sectors. As developments in enterprise software are coming thick and fast, the key to success lies in active research and development activities plus international networking. In years to come, the industry around the world will benefit from the drive to digitalise, the working-from-home trend and the associated demand for appropriate software and cloud solutions, all of which have intensified as a result of the COVID-19 pandemic.

The strongest growth is expected to occur in the area of services & applications. These figures are predicted to increase by an average of 17.2% per year from 2020 to 2025. Public cloud services play a key role in this trend. Public infrastructure as a service (IaaS) will experience strong growth rates of almost 30% per year until 2025, becoming the second-largest segment of the services & applications layer by 2023. Other drivers include digital cybersecurity products and services, with a growth rate of 10.7% predicted from now until 2025.[1]

1.1 International market trends

IT expenditures around the world were estimated to total USD 3.6 billion in 2020, a decrease of 5.4% from 2019. An increase to a total USD 3.8 billion is forecast for 2021, representing an increase of 4% from 2020, according to the latest estimates from Gartner, Inc.

Global sales of enterprise software totalled USD 459,297 million in 2020, and an increase of 7.2%, bringing the annual total to USD 492,440 million, is expected for 2021.[2]

1
Study "Die Internetwirtschaft in Deutschland 2020–2025" eco-Verband, www.eco.de/studie-die-internetwirtschaft-in-deutschland-2020-bis-2025

2
www.gartner.com, "Gartner IT Symposium/Xpo Americas"

3
www.weltexporte.de

The world's largest software companies as measured by sales revenue (2019)[4]

1. Microsoft	USD 138.6 BILLION
2. Oracle	USD 39.8 BILLION
3. SAP	USD 31.1 BILLION
4. CDW	USD 18 BILLION
5. Salesforce.com	USD 17.1 BILLION
6. Shanghai Ganglian E-Commerce Holdings	USD 15.4 BILLION
7. Adobe Systems	USD 11.6 BILLION
8. VMware	USD 10.2 BILLION
9. HCL Technologies	USD 9.7 BILLION
10. Intuit	USD 7.1 BILLION

1.2 The Austrian software market

The software industry is an extremely important driver and innovation enabler for the Austrian economy. This sector creates a stable foundation for a company's future competitiveness. The need for highly capable partners in the software industry has increased for companies in industries outside the digitalisation loop, if they wish to remain competitive in the current conditions.

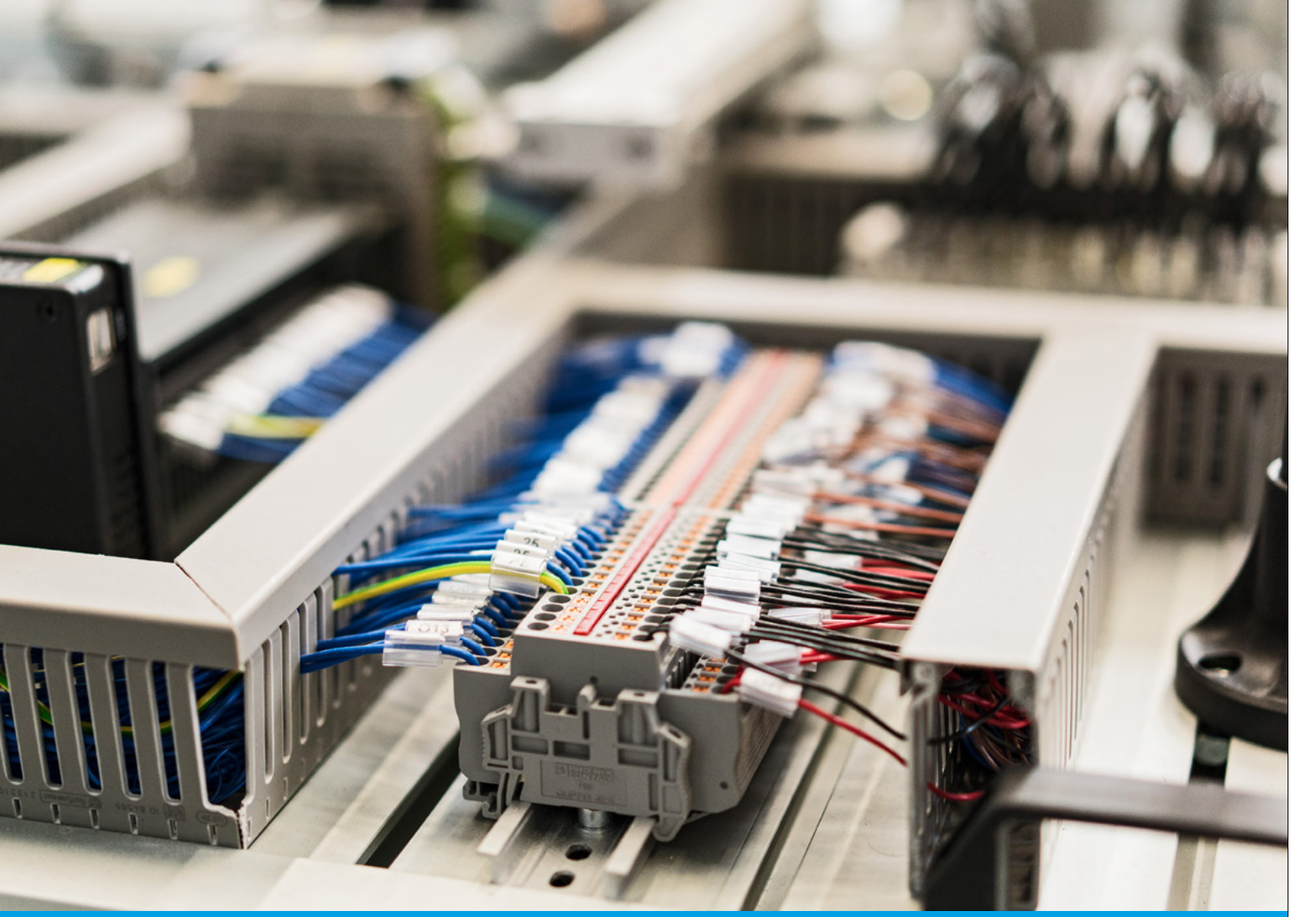
"The targeted application of software and IT can improve flexibility in increasingly volatile business fields or increase resource efficiency – ideally both. Process optimisation is an essential prerequisite for the responsible introduction of new software. This in turn encourages reflection on trade practices and consideration of the 'how', both important elements of the improvement process", says Florian Eckkrammer, Head of the Department of Computer Sciences at the UAS (University of Applied Sciences) Technikum Wien.

Software sales in Austria totalled EUR 2.019 billion in 2018. Sales are expected to increase to EUR 2.237 billion in 2021.[5]

"The best thing for the Austrian software industry is to look at the big picture and expand as quickly as possible beyond the borders of Austria, into German-speaking neighbouring countries or even further afield. We are much too hesitant to do so. For a software company with a certain standardisation to become successful as soon as possible, it has to get out of Austria. The scaling factor that an Austrian software company can potentially achieve in Germany is 1:10. So I urge you to go for it, and keep on building software", says Peter Lieber, President of VÖSI, the Association of the Austrian Software Industry and owner of IT company Sparx-Systems CE, specialising in EAM.

4
www.weltexporte.de/softwareunternehmen/#softwareunternehmen, CNBC – Bill Gates, HCL – Company data. Forbes – Global 2000

5
www.statista.com



1.3 Training and recruiting

Peter Lieber believes it is important for software companies to train up young people in an effort to counteract the skills shortage. “If we, here in Austria, wish to remain a 96% SME landscape and not be taken over by large corporations, then we also have to take responsibility for training in small corporate structures. All of us in the software industry are responsible for ensuring that qualified personnel are available.”

In the IT sector, the demand for skilled labour is always greater than the available staff. The COVID-19 pandemic added further impetus to the process of digitalisation in the domestic economy. “This development has further increased demand: 24,000 essential positions in the IT sector currently remain vacant. Skilled professionals are especially lacking where the economy needs them the most: in software engineering, support and application support, web development and cybersecurity. It often takes over six months to fill a position in these fields”, explains Mario Koplmüller, Head of Recruiting at epunkt, and goes on to add: “This agile work environment requires people who are specialists in their fields and also have soft skills – good communicators with initiative, independence and organisational skills. Ideally qualified candidates combine both technical and management competencies. This is also causing changes in education and training requirements”. Technology companies in the human resources sector with a particular focus on recruiting are also getting together in associations such as the HR Tech Hub Vienna in an effort to use networking to exploit synergies in this field.

1.4 A look at the future

System vulnerability is one of the greatest challenges to be faced by the digitalisation process in the future, says Gerti Kappel, Dean of the Faculty of Computer Science at the Technical University of Vienna (TU Wien): “Data is the new gold, the oil of the 21st century. The most important questions: How much security can we achieve and how much monitoring is acceptable? In a constitutional democracy, how much privacy, self-determination and data sovereignty do we have to provide?”

According to Kappel, the government is likely to find another question becoming increasingly important in the future. How can I use IT systems to enable me to learn for the future and make statements based on fact? The second major topic is “the fact that we have many media interruptions, and the industry is involved with the integration of digital processes and all the social consequences of this transition. This includes considerations of artificial intelligence, automation and robotics, where machines can learn from examples provided to enable partial automation.” Gerti Kappel reiterates that the whole concept must be considered in context, remembering that the human element remains an important factor. “The system needs to develop through participation, with human involvement.”

Trends – from hyperautomation to the distributed cloud

The advent of the coronavirus pandemic has changed working conditions in many areas. As a result, the digital workspace in enterprise software will become an important consideration over the next few years. This concept encompasses any measures designed to enable collaborative, location-independent work and efficient support. “The digital workspace addresses many levels of a business (systems) landscape, including integration services and subsequent collaborative processes, communication and involvement in cross-platform applications with high usability requirements. This reduces systems interruptions and promotes efficient work practices”, explains Florian Eckkrammer, Head of the Department of Computer Sciences at UAS Technikum Wien.

The key challenge in the era of cloud computing, IoT, big data and an array of applications is the strategic planning of corporate IT architecture. “Enterprise architecture management (EAM) is becoming increasingly important to a company’s success. The quality of the architecture determines how successful the digital transformation process and projects will be”, declares Peter Lieber, VÖSI President.

2.1 Hyperautomation

Hyperautomation is the principle that everything in an organisation that can be automated, should be automated. Many organisations are supported by a patchwork of technologies, resulting in a system that is neither sleek, optimised, networked, clean nor explicit. At the same time, efficiency, speed and democratisation are essential in order to accelerate digital commerce. Organisations that fail to concentrate on efficiency, effectiveness and business agility will be left behind.

Automation refers to the use of technology to automate tasks previously carried out by humans. Hyperautomation involves the application of progressive technologies such as artificial intelligence (AI) and machine learning (ML) to increase the automation of processes and expand opportunities for companies.[6] “We humans need to learn to leave tasks that require rapid information processing to the machines, and we have to recognise that this transition is an opportunity, and not a threat. It is an opportunity to make better use of our innate artistic creativity, our ability to network and connect different things, while giving us incredible access to knowledge”, adds Peter Lieber.

2.2 Total experience

Total experience (TX) seeks to identify points of intersection between the experiences of customers, employees and users, thereby helping companies to provide the most effective solutions possible.[7] The close interconnection of all these experiences – unlike isolated improvements by each individual within a silo – sets a company apart from its competitors in a way that is difficult to replicate, creating a sustainable competitive advantage. While individual strategies and workflows contribute to the creation of a total experience, the entire concept of TX depends upon underlying technologies. Unified communications tech is one prominent example.

6
www.gartner.com, “Strategic Technology Trends for 2021”

7
www.ringcentral.com

2.3 Distributed cloud

The relevance of cloud-based solutions will continue to grow in the future. It has long been known in the software industry that service provision generates increased long-term customer loyalty far more effectively than selling software products. “At the same time, evaluations of user behaviours, the features used and the data generated can provide immediate feedback to help improve the services provided. Customers, in turn, will then be able to enjoy the better services on offer”, explains Florian Eckkrammer, Head of the Department of Computer Sciences at UAS Technikum Wien. The use of cloud services should also be made as easy as possible for users – but only within the portfolio of the chosen cloud provider. Combining services across different cloud providers is becoming more and more difficult, posing an increasing problem for business clientèle.[8]

The incentive for companies to use cloud-based AI services is enormous. Cloud services can develop and train algorithms to provide access to a much greater volume of data than other service providers. It is much more cost-effective for companies to integrate AI-based algorithms from the cloud into their applications than to develop and train them themselves.[9]

The future of the cloud is the “distributed cloud”. The distributed cloud is made up of cloud services at different physical locations, in which the operation, management and development of the service remains the responsibility of the public cloud provider. The fact that the services are physically located nearer to the company helps to counteract low latency, reduce data costs and make it easier to comply with laws that require data to be kept within a certain geographical area. This system also enables companies to continue to enjoy the advantages of the public cloud without having to manage their own private cloud, which can be expensive and complex.

More information on this topic can be found in our Cloud Computing Technology Report.[10]

2.4 Augmented reality

Augmented reality (AR) has achieved enormous growth over the years as a result of the integration of the technology into smartphones. Companies are now making greater investments into AR applications and hiring more AR developers. Google is the best example of this trend. Many people believe that AR is the province of games and entertainment. In contrast to VR (virtual reality), AR apps do not require hardware equipped with the newest technology. In fact, augmented reality generated total revenue of USD 16.8 billion in 2019 – and this figure continues to grow. A new form of expanded intelligence, called augmented analytics, is also now available. Augmented analytics is intended to improve human knowledge by using advanced AI and machine learning functions; it will soon become a key element of data science and business process management.

Details and more information on the topic of augmented, virtual and mixed reality can be found in our Visual Computing Technology Report.[11]

2.5 Cybersecurity

The prevalence of network security threats and malware means cybersecurity will only become more important in the future. According to various survey and research agencies, cybersecurity is a high priority in corporate software, especially in the banking industry and all other sectors involving online transactions. “Everyone is affected – from service providers, industry and official authorities to public health services – and any organisation could become the target of a cyberattack (or has already been targeted). The number of attacks is growing, and in some cases incidents are causing significant damage. Approximately every second company in Austria has been affected by a cyberattack in the last twelve months – and many have been targeted multiple times. Cyberattacks range from simple phishing emails to the targeted infiltration of malicious software (often ransomware, which encrypts data and then demands a ransom for its release) and highly complex advanced persistent threats that give attackers long-term access to a company’s digital values. Many of these attacks are motivated by monetary or government strategy considerations (state-supported attacks)”, explains Professor Alexander Mense, Head of the Faculty of Computer Science at UAS Technikum Wien.

8
www.gartner.com

9
Department of Computer Science, UAS Technikum Wien,
www.technikum-wien.at/ueber-uns/department-computer-science

10
Cloud Computing Technology Report, viennabusinessagency.at/fileadmin/user_upload/Technologie/Factsheets_T-Reports/EN_Cloud_Computing_Technology-Report_Online-Version.pdf

11
Visual Computing Technology Report, viennabusinessagency.at/fileadmin/user_upload/Technologie/Factsheets_T-Reports/Visual_Computing_Technologiereport_EN.pdf

The topic of cybersecurity needs to be individually addressed by every company; it's not enough to apply a standard solution and then tick it off the list. The earlier a company comes to understand this, the more secure their IT systems will ultimately be.[12] The latest research figures indicate that the market for cybersecurity products and services will increase to USD 300 billion by the end of 2024. Cloud-based solutions also carry the risk of data loss. Government rules and regulations have been reinforced in a bid to raise awareness of this risk among users. As the digital age continues to advance, cybersecurity remains an important concern for software companies. Many steps have been undertaken in an effort to alleviate security problems, including monitoring by third parties, external app tests, etc.[13]

It is not just a matter of recognising everyday dangers and preventing their effects, however. It is more important to be conceptually aware of cybersecurity right from the beginning. "Systems using facial recognition, for example, cannot be built without cyber security by design. Some kind of 'Made in Europe' certificate to guarantee that a device contains cyber security by design would be a great market opportunity for Europe", says Peter Lieber.

More information on the topic of cybersecurity can be found in our IT Security Technology Report.[14]

2.6 Blockchain technology

Blockchain technologies log all data in data blocks, and each block is connected to the next via cryptography. These blocks are time-stamped and have a cryptographic hash, which connects each block with the previous one. Blockchain provides substantially increased security, less business friction, reduced costs, improved cash flows and more.[15]

In the future, true blockchain or "blockchain complete" will have the potential to transform industries and ultimately the economy, as enhanced technologies such as AI and IoT are integrated into the blockchain system. The range of participants will be expanded to include machines, which will be in a position to exchange many different kinds of financial assets, from money to real estate.

More details on this topic can be found in our Blockchain Technology Report.[16]

2.7 Internet of Behaviour (IoB)

An important trend for the future is the Internet of Behaviour (IoB), the collection and use of data to stimulate behavioural patterns. As companies continue to increase the quantity of data recorded and improve the collation and use of data from different sources, the IoB will have an influence on how organisations interact with people. The Internet of Behaviour can collect, combine and process data from multiple sources, including commercial data from customers, personal data files processed by public and government authorities, social media and public-domain provision of facial recognition and tracking systems. For example, telematics can monitor the behaviour of drivers of commercial vehicles, from sudden braking to taking corners aggressively. Companies can subsequently use these data to improve their performance, routing and driving safety. Data protection laws, which vary significantly between regions, have considerable influence on the acceptance and scope of the IoB.[17]

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Deloitte Cyber Security Report Austria, www2.deloitte.com/at/de/seiten/risikomanagement/artikel/deloitte-cyber-security-report.html

13
knowledgehubmedia.com

14
IT Security Technology Report, viennabusinessagency.at/fileadmin/user_upload/Technologie/Factsheets_T-Reports/EN_IT_Security_Technology_Report_Online-Version.pdf

15
www.techentice.com/top-10-strategic-trends-in-enterprise-software-development-in-2020, "Top 10 Strategic Trends In Enterprise Software Development"

16
Blockchain Technology Report, Blockchain Technology Report, viennabusinessagency.at/fileadmin/user_upload/Technologie/Factsheets_T-Reports/Blockchain_Technology-Report_EN.pdf

17
www.gartner.com, "Strategic Technology Trends for 2021"

The ICT (information and communication technologies) sector is enormously important for Vienna as a business location, and the city fares well in international comparisons on this point. ICT is responsible for 24 % of the added value in the city. The sector is growing strongly and offering high salaries.[18] Vienna is smaller than Berlin, London or Amsterdam in terms of the number of ICT companies and actors in the city. In this respect, the city scores highly on broadband, working and office expenses, quality of life, research institutions and crowdfunding. As a result, Vienna is one of the top five ITC cities in Europe. The city contains about 5,900 ITC companies (8 per cent of all the companies in Vienna), together employing 56,660 people and generating annual sales of more than EUR 20 billion.[19]

Isabell Claus, Managing Director of thinkers GmbH, also stresses Vienna's attractiveness on the international stage. "It is a positive factor in customer dialogues, and even more so in recruiting tech talents. They come from different countries and continents, all wanting to work on exciting projects but also to live in an attractive environment. Vienna's excellent logistical connections are a key factor, in terms of both physical and digital infrastructure. The latter is a must-have in today's world." The entrepreneur explains: "There's a lot happening in innovation and digitalisation in Vienna. The city administration is well positioned in many digital fields", says Claus, and it has "created very active public authorities and plenty of funding opportunities for innovation, which are providing valuable support to the process of attracting businesses and promoting the start-up location."

Dr Ronald Bieber, Managing Director of the Austrian Computer Society (Österreichische Computergesellschaft, OCG), explains further: "Vienna provides fertile ground for qualified young IT professionals and a good location for IT companies. The city's dense network of universities and universities of applied sciences produces plenty of young IT experts, who are hired as soon as they graduate."

3.1 Viennese companies

Vienna is home to many enterprise software companies. The following pages contain a selection of these, illustrating the broad spectrum of the software industry in Vienna. At the end of this Technology Report, you will find a more comprehensive list of Viennese companies active in this field.

We would also like to advise that company listings on the topics of "communication instruments for digital events", "digital online sales systems" and "digital working tools" are available online. Please see the Vienna Business Agency website for more details.[20]

○ DEEPSEARCH

DEEPSEARCH is a leading natural language understanding company. The company's semantics AI software – deep.assist – provides an immediately applicable solution for classifying texts from any sources, including colloquial terms. "An important application of this system", explains managing director Michael Haller, "is automated email services for large companies' customer service solutions. Our semantics AI combines with robotic process automation to provide end-to-end process automation for incoming emails, which is productive in just a few weeks." Automation rates for this solution are currently between 80 % and 95 %. DEEPSEARCH products can be used in practically all industries. Pre-trained industry solutions are currently available for energy poviders, retail banking, insurance and mobility organisations.

One of DEEPSEARCH's newest undertakings is a flagship project for Deutsche Bahn (DB) railways. Michael Haller: "Our AI will learn all the available knowledge in customer service at DB and use this data to provide DB employees with correct answers to enquiries received during live customer interactions, displayed on the screen in real time.

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www.wien.gv.at/wirtschaft/standort/ikt-standort.html

19
www.wien.gv.at/forschung/staerkefelder/ikt.html

20
www.wirtschaftsagentur.at/technologie/unternehmenslisten-corona

○ GRAPE

Felix Häusler explains: "We enable companies to communicate securely from anywhere in compliance with data protection regulations." Grape uses artificial intelligence to automatically summarise conversations. The Grape Search function provides a data search assistant with access to all company content, according to the company's founder.

Häusler chose to locate his company in Vienna because of the city's extremely high quality of life and excellent social security. Vienna's outstanding funding landscape is also a factor in the development of truly great technology. The city's many universities provide plenty of potential employees, both developers and other professionals. And last but not least, a central location in Europe makes expansion and recruitment considerably easier.

○ LIEBERLIEBER

LieberLieber's strengths: model-based software and systems development using tools such as Enterprise Architect (Sparx Systems). The company was founded in 1996 and features specialist expertise in three fields. The first is model-based systems engineering, which the team uses to reduce complexity for their customers and develop individualised models. Second, the integration of data with Enterprise Architect helps the company to handle data from a wide variety of different sources flexibly. And finally, LieberLieber's activities in infrastructure for modelling: the company assists employers to create the infrastructure necessary for their modelling requirements.

○ SHEEPBLUE

Sheepblue is a web-based software solution providing fully automated shift planning. Shift plans are optimised on the basis of rules and agreements provided by the company in combination with consideration of employees' personal preferences. The integrated chatbot facilitates communication in natural language and independently executes simple tasks such as shift swaps. Sheepblue solutions promise up to 60 per cent better coordination between available personnel and shift plans, up to 90 per cent less time wasted as a result of automated shift plan creation and significantly happier employees, because their personal wishes and requests can be taken into account in the shift plan.

○ TRICENTIS

Tricentis is a globally active company providing automated company software testing solutions. The Tricentis solution incorporates test design and planning methods, the provision of assorted test data and automated end-to-end tests. The company was founded in 2007 and is considered to be Austria's first "unicorn" – a start-up with a market value of more than USD 1 billion.

Tricentis, according to the company's own information, supports more than 400 different companies with its software, among them HBO, Whole Foods, Toyota, Allianz, BMW, Starbucks and Deutsche Bank. The company has offices in Austria, Germany, Switzerland, the Netherlands, Poland, the United Kingdom, the US, Australia and India, but their head office remains in Vienna.

○ THINKERS.AI

The team at this start-up are working on a search machine technology based on artificial intelligence (AI) that supplies user-relevant information, rather than millions of items, from the web. "Right now, companies are dependent on information sourced from the net. The problem is, current keyword search machines can find answers to simple questions such as opening hours for the restaurant on the corner, but answers to complicated concepts that might come up in your daily work are still hard to source. These concepts include the acquisition of new customers, new market features and competitors, innovations and technological topics. Our central focus is the effort to distil the relevant information from the net for our users", says Dr Isabell Claus.

At thinkers.ai, the current focus is on expanding the field and gradually becoming able to offer solutions in the SME sector. Dr Claus says "Information is needed everywhere, and the sooner I am able to find it, especially in a professional environment, the more competitive my company will be. This applies equally to both large and small firms."

○ THEVENTURY

TheVentury, founded in Vienna in 2016, supports both intrapreneurs and entrepreneurs in implementing cutting-edge technological projects. TheVentury provides both start-ups and established companies with support services in the fields of growth marketing, data & software development and innovation management. "We live by the Lean mantra and take a hypothesis-driven approach to the proportionate use of available resources", explains Jakob Steiner, partner/head of back end & data. The company's product BotBase, first presented at Asia's largest tech conference, Rise, in Hong Kong, is used in conversational artificial intelligence and process automation. BotBase is already being successfully used in the following industries: banking, insurance, trade, industry, information and consulting, tourism and leisure, transport and traffic.

"We will continue to develop BotBase", says Jakob Steiner. "Innovations are ongoing, especially in advanced context recognition (including active research), voice recognition in text and speech, knowledge database and reinforced connections to telephone systems."

3.2 Education and research

○ TU WIEN, FACULTY OF COMPUTER SCIENCE

The integrative perception of companies as information systems is a key research area at the Faculty of Computer Science. “We encourage our students”, says Dean Gerti Kappel, “to think across disciplines. This is one of the most important skills that we will need in the future, as it is the only way we will be able to solve problems. Here at the Institute of Technology, we are consciously working to develop interdisciplinary study plans, in which the individual disciplines have to work together to develop content teach students.”

Kappel emphasises that staff are addressing the evolving significance of enterprise software in both research and teaching activities. “Ten years ago, this topic was included under ERP (enterprise resource planning) systems. Since then, we have realised that companies are not just working with IT support at an administrative level, but along the entire value-added chain. You have to maintain an integrated, IT-based perspective right through to the final product.” According to the Dean, this applies from top floor to shop floor and back again. Enterprise software is no longer used only for accounting, financial planning and customer administration. It is now found “throughout practically the entire operating system of a company, enabling it to manufacture new products and develop disruptive business models.”

○ UAS TECHNIKUM WIEN

University of Applied Sciences (UAS) Technikum Wien is Austria's only purely technical university of applied sciences. The educational offerings are based on a solid scientific foundation and are also practice-oriented. Close ties and collaborations with business and industry give students and graduates excellent career opportunities. The combination of theory and practical application is of central importance in both research and instruction.

Research and development activities at UAS Technikum Wien have grown significantly in recent years and currently focus on embedded systems & cyber-physical systems, renewable urban energy systems, secure services, e-health & mobility, tissue engineering & molecular life science technologies and automation & robotics.

○ AIT – AUSTRIAN INSTITUTE OF TECHNOLOGY

The AIT is Europe’s leading research institution for the central infrastructure topics of the future. Research and technological developments at the AIT are creating fundamental innovations for the next generation of infrastructure technologies. These concepts are being realised in energy, low-emission transport, health & bioresources, digital safety & security, vision, automation & control and technology experience. These academic research areas are complemented by competence in innovation systems & policy.

As a national and international hub at the interface between academia and industry, AIT uses its academic and technological competence, experience in the markets, close connection to customers and outstanding research infrastructure to make innovations possible.

○ COMET CENTERS OF EXCELLENCE

The COMET research programme aims to promote the setup of centers of excellence to drive research programmes defined by economics and science. COMET (K1) centers provide new impetus to research activities and support innovations with a central focus on future-oriented markets.[21]

○ ABC AUSTRIAN BLOCKCHAIN CENTER

The Austrian Blockchain Center (ABC), based in Vienna, is a COMET center of excellence with a mission. The ABC aims to become Austria’s first scientific point of contact for blockchain and associated technologies. CEO Dr Klaus Pirklbauer emphasises that blockchain is a technology designed to enable secure cooperation between different participants with a broad spectrum of applications. “Blockchain solutions are not just for digital currencies, but can also be used in industry, finance, energy, logistics and public administration.”

The ABC, according to Klaus Pirklbauer, considers itself to be an interdisciplinary applied research institution addressing all aspects of blockchain research. Technological, economic and legal topics are the main focus areas at the center. “Projects with high practical relevance that will lead directly to economic innovations are facilitated by experts from the ABC and academic partners – Austrian and international universities, universities of applied sciences and research institutions.”

○ KNOW-CENTER

The Know-Center at TU Graz has been a leading research centre for data-driven business and artificial intelligence since 2001. The centre has supported well-known companies in using data as a success factor for their business. As an integral part of the European research landscape, the Know-Center has successfully managed numerous projects at both EU and national levels.

For data analysis, Know-Center relies on established big data and high performance computing (HPC) infrastructures. Know-Center is also active in education. Funded within the framework of the COMET programme, Know-Center is the leading training centre for data scientists in Austria. The center also offers a range of AI training and consulting services for companies.

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viennabusinessagency.at/technology/lets-talk-innovation/competence-centers

○ SBA RESEARCH

SBA was founded in 2006 by TU Wien, TU Graz and the University of Vienna and is now Austria's largest research centre for information security. The centre's research staff develop practical and applicable solutions in the field of information security. The research programme at SBA Research encompasses networked systems security, privacy and secure societies and applied discrete mathematics for information security.

○ VRVIS – CENTRE FOR VIRTUAL REALITY AND VISUALISATION

For the past two decades, VRVis has been working tirelessly to build a bridge between science and business. As a Vienna-based COMET centre, VRVis carries out cutting-edge applied research in visual computing. The centre is developing and applying the latest technologies to help Austrian companies make innovative leaps and improve their competitiveness. "With our expertise in algorithms and complex data structures", says managing director Dr Gerd Hesina, "we are supporting our partners most notably in the field of analytics – our expertise lies in handling big, time-dependent and complex data. We use an interdisciplinary approach and the interconnection between various methods of visualisation, predictive analytics, data science and artificial intelligence to facilitate an informative visual representation of data, while using predictive capabilities to lay the foundation for important decisions in business and industry."

The COMET programme has become an essential component of the Austrian research and development landscape. Hesina emphasises that it is also an international best-practice model "that enables the latest academic knowledge to be transferred into ground-breaking solutions and competitive applications for companies."

3.3 Associations and organisations

○ ADV – WORKING GROUP ON DATA PROCESSING

The ADV is an ICT platform for stakeholders and interested parties. The group aims to facilitate the collaborative consideration of new ideas and applications and promote the exchange of practical experiences of digitalisation. The ADV network includes experts from business, administration and the sciences, as well as a range of companies and public institutions. The ADV also relies on collaborations between universities of applied sciences and general universities, funding agencies and mentoring programmes. Collaborative projects such as the "ICT women networked" initiative support further growth in Austria.

○ ICT AUSTRIA

At ICT Austria, priority is given to activities that contribute to the ongoing development, use and successful export of digital key technologies in Austria, with a view to sustainably improving the country's international competitiveness and increasing participation opportunities for handling digital technologies and data. "We set initiatives in motion", explains ICT community manager Sandra Stromberger, "to improve the visibility of existing competencies, initiatives, solutions and actors. We also aim to inspire intelligent networking between clever minds and exciting companies and organisations in our latitude to bring about as many powerful synergies and profitable cooperation projects as possible. These efforts are intended to promote progress towards our defined meta-goal."

Sandra Stromberger emphasises that Austria is home to many (hidden) champions, both individual experts and companies, who make an enormous contribution, possess a great deal of knowledge, inspire developments at the highest level and get involved with a significant number of major international projects. "For the most part, however, these champions are not well known. We Europeans are, traditionally, more reticent in advertising our competencies than people in other parts of the world. Here at ICT Austria, we hope to remedy this situation."

○ DIGITALCITY.WIEN

DigitalCity.Wien is an independent, not-for-profit initiative of the City of Vienna and the Viennese ICT sector. The initiative focusses on trends and questions surrounding ICT and digitalisation, together with the associated opportunities and challenges. DigitalCity.Wien's activities are helping the Viennese people and economy along the city's road to becoming the digital capital of Europe. All residents must be able to access ICT and digitalisation, regardless of their age, gender or ethnicity.

The initiative aims to network and promote the Viennese ICT sector and improve the visibility of the industry. The DigitalCity.Wien platform includes projects, events and networking meetings, input into training and development activities and cooperation with companies and institutions of all sizes.

The organisation's participation processes also support the digital agenda and produce the Digital Days event.

○ OCG – AUSTRIAN COMPUTER SOCIETY

The OCG (Österreichische Computer Gesellschaft) is made up of 1,400 members from the sciences, business and the public sector, making it one of the largest IT platforms in Austria. The society provides companies with expert knowledge on a range of IT topics. In addition, for some years the OCG has been one of the few ISO/IEC 27001 accreditation authorities in Austria, and it recently became a qualified entity according to the Austrian National Innovation Systems Act (NIS Gesetz).

"We offer", says Managing Director Dr Ronald Bieber, "both a digital evaluation test for companies ('How digitally fit am I, really?') and the European Computer Driver's License (ECDL), which last year became the International Certificate of Digital Competence (ICDL). The OCD also supports companies in exchanging know-how with other companies via the Digital Champion Network, and beginning small scientific projects."

○ INNOVATE

INNOVATE is a digital innovation hub designed to integrate multiple digital centres. The INNOVATE team works with small and medium-sized enterprises in Austria to develop digital solutions for the future, providing a practical, independent and free service. New products and services are developed collaboratively, and digitalisation and innovation are used to increase productivity and improve workplace safety. This initiative is supported by the Austrian Federal Ministry for Digital and Economic Affairs and various Austrian provinces.

INNOVATE is funded by the Vienna Business Agency, the Austrian Research Promotion Agency (FFG) and the province of Carinthia.

4. Services of the Vienna Business Agency

The objective of the Vienna Business Agency is the continuous development of international competitiveness by supporting both Vienna-based companies and their innovative strengths, and the sustainable modernization of the city as a business location. To achieve this, the Agency provides free consultations to all entrepreneurs in Vienna on the topics of business creation, business location or expansion, business support and financing. Furthermore, networking contacts in the Viennese economy are also made available.

The Vienna Business Agency supports and helps businesses complete their research and development projects with both individual consulting and monetary funding. Depending on requirements, they will receive information about sponsorships, financing opportunities, possible development partners, research service providers, or research infrastructure, according to their needs.

The Vienna Business Agency sees itself as a network of the Viennese Green Tech & Social Tech industry and supports businesses with consultations, as well with distribution and networking among themselves. Events and workshops on topics from the sustainability sector are held regularly.

Additionally, the Vienna Business Agency helps with company relocations or internationalization services. Assistance is provided to business founders and young entrepreneurs in the start-up area. Free workshops and training sessions on topics of everyday business are offered as well as small, affordable office spaces.

Founders Labs[22] support aspiring entrepreneurs and founders with a two-month, part-time program to help them get started.

All funding programs of the Vienna Business Agency can be found here: viennabusinessagency.at/funding/programs

22 viennabusinessagency.at/startup-and-grow/lets-talk-founding-1/founders-labs

5. Companies in Vienna

The following pages provide an alphabetic listing[23] and brief overview of selected Viennese companies providing services in the field of enterprise software.

Enterprise software companies

COMPANY	DESCRIPTION	CONTACT/WEBSITE
ABACUS ACCOUNTING TECHNOLOGIES GMBH	Abacus' easy-to-use Finmatics software assists accountants in optimising their processes and preparing themselves to address new digital challenges.	Goldschlagstrasse 22/5–7 1150 Vienna contact@abacus.ac finmatics.com
AXOM	Axom is an agency for innovative software development. The company builds digital solutions tailored to the respective requirements, from the first idea to the application. This start-up develops software for large companies and SMEs in the areas of FinTech & banking, PropTech & real estate, catering, hospitality and tourism.	Kreuzgasse 29 1180 Vienna office@axom-software.com axom-software.com
BRAINTRIBE IT TECHNOLOGIES GMBH	Braintribe is a Vienna-based software manufacturer with offices in São Paulo, Zürich and Munich. The company's core product is Tribefire, a data innovation platform that enables a new kind of project approach.	Kandlgasse 19–21 1070 Vienna office@braintribe.com www.braintribe.com
CA AUTOMIC	Automic Software was taken over by CA Technologies, a world-leading software company, in January 2017. CA Technologies has been a part of Broadcom since November 2018.	Am Europlatz 5 1120 Vienna office@automic.com www.broadcom.com
CPB SOFTWARE AG	Founded as a banking software specialist in 1996, today the owner-operated company CPB (after the merger of CPB Software, PL.O.T. and Bavaria Banken) is a leading specialist in complex IT solutions.	Campus Viertel Zwei Vorgartenstrasse 206c 1020 Vienna office@cpb-software.com www.cpb-software.com

23 This list makes no claim to completeness

COMPANY	DESCRIPTION	CONTACT/WEBSITE
DATEV.AT GMBH	DATEV stands for software solutions and service provision in tax advice and auditing. The company also provides software solutions for banking, eBusiness and eGovernment.	Strohgasse 14C 1030 Vienna info@datev.at www.datev.at
DEEPSEARCH GMBH	This specialist in natural language understanding (NLU) focusses on the development of intelligent applications such as semantic search machines. The integrated knowledge database enables DEEP.assist to recognise contexts that have not appeared in training data.	Opernring 1 1010 Vienna info@deepsearch.at www.deepsearch.at
ECOSIO GMBH	This spin-off of TU Wien is a leading provider of B2B integration services with expert knowledge in EDI, supply chain management and e-invoicing. The company aims to revolutionise the way information is exchanged, transformed, processed and profitably used.	Lange Gasse 30 1080 Vienna contact@ecosio.com www.ecosio.com
EYEPIN AUSTRIA	eyepin specialises in email marketing software supporting digital communication. With just a few clicks, campaigns can be created and offers and articles sent to the specific people who are interested in them. The company's eyepin Fire product enables automated work on campaigns and data.	Billrothstrasse 52 1190 Vienna office@eyepin.com www.eyepin.com
GRAPE GMBH	Grape is the result of an extensive R&D project aimed at improving corporate communication. Grape software can, for example, be integrated into market-leading programmes or into the legacy software of a company to increase efficiency.	Lange Gasse 76 1080 Vienna sales@chatgrape.com www.grape.io/de
HAKOM SOLUTIONS GMBH	Hakom has been developing software for the energy sector since 1991. The company's solutions are used in time series management, measurement data management, risk management and timetable management.	Lemböckgasse 61 1230 Vienna office@hakom.at www.hakom.at
IKARUS SECURITY SOFTWARE GMBH	Ever since its founding in 1986, IKARUS has been committed to combating viruses and malware. As one of a very few scan engine developers, IKARUS focusses on efficient recognition technologies, professionally managed security services and the protection of industrial environments with SOC, SiEM and log management services.	Blechturmgasse 11 1050 Vienna support@ikarus.at www.ikarussecurity.com

COMPANY	DESCRIPTION	CONTACT/WEBSITE
JET ERP BETRIEBSGESELLSCHAFT MBH	JET ERP Betriebsgesellschaft mbH has been the legal successor to Data Systems Austria AG since 2010. The core competence of this company, now 100 % owned by Solitea AG, is the in-house development of ERP software and advising customers on the basis of their business management process knowledge.	Lemböckgasse 49 1230 Vienna office@datasystems.at www.jet-erp.at/jet
KINAMU BUSINESS SOLUTION GMBH	KINAMU's business model is based on individual CRM, ERP and e-marketing solutions. The company offers commercial and open source products. KINAMU solutions include hardware, software, support and service. The goal is to implement solutions in a short time with low monthly fixed costs. The company's key competence is SAP ERP ECC 6.0.	Talpagasse 1A 1230 Vienna office@kinamu.com www.kinamu.com
360KOMPANY AG	With a global real-time registry network, this market leader in the area of global company verification provides immediate access to company data from more than 110 million companies in over 200 jurisdictions around the world.	Schwindgasse 7 1040 Vienna sales@kompany.com www.kompany.com
LIEBERLIEBER SOFTWARE GMBH	Founded as a software development company in 1996, LieberLieber has become a specialist in model-based software and system development. The company focuses on three sectors: model-based systems engineering, infrastructure for modelling and integration with Enterprise Architect. LemonTree is the company's new solution for model versioning (diff and merge), used in collaborations between a scattered modelling team and for compliance with security norms such as ISO 26262.	Handelskai 340 1020 Vienna welcome@lieberlieber.com www.lieberlieber.com
LINBIT HA SOLUTIONS GMBH	LINBIT has headquarters in Vienna and an office in Portland, Oregon. Initially, the company offered general services relating to Linux. Over time, the central focus has moved to the international provision of support contracts for the software defined storage (SDS) system DRBD.	Stiegergasse 18 1150 Vienna sales@linbit.com www.linbit.com
LOGIC4BIZ INFORMATION TECHNOLOGY GMBH	Logic4BIZ products support companies in implementing and operating certifiable management systems in a wide range of areas, including processes, documents, measures, risks, law and legal compliance, workflows and controlling. The enabler-4BIZ management system has grown to include a broad service portfolio.	Reisnerstrasse 53 1030 Vienna office@logic4biz.com logic4biz.com

COMPANY	DESCRIPTION	CONTACT/WEBSITE
LTW INTRALOGISTICS GMBH	In 2017 LTW Intralogistics, owned by the Doppelmayer Group, took over the software company Metasyst Informatik. Since 1 January 2018, Metasyst has been acting as a branch office of LTW in Vienna. LTW combines rack feeders, materials handling equipment and software to facilitate interface-free, intracompany material flows. Their systems cover a broad range of requirements, from medium-sized projects to fully automated logistics centres.	Goldschlagstrasse 172/3/3 1140 Vienna office@ltw.at www.ltw.at
MICROSOFT ÖSTERREICH GMBH	The global leader in standardised software, services and solutions has been represented in Austria since 1991. From a small operation with three employees, Microsoft Österreich has grown into a medium-sized enterprise with around 340 employees. The Microsoft product range includes operating systems for PCs, mobile end devices and networks, server software, productivity software for companies and private users, multimedia applications, online services and developer tools. Microsoft has been increasing their range of cloud services since 2010.	Am Euro Platz 3 1120 Vienna www.microsoft.com/de-at/unternehmen
MICROSTRATEGY GMBH	Founded in the US in 1989, MicroStrategy provides software solutions, expert services and an analysis and mobility platform. This platform encompasses business applications tailored to the operational and technological requirements of a company.	Wienerbergstrasse 11 1100 Vienna info-at@microstrategy.com www.microstrategy.at
MINDCOA.CH GMBH	This IT start-up provides stress and burnout prevention strategies for employees. The virtual coach is an online solution (web app) to help when support is needed in handling stress. mindcoa.ch as a virtual coach identifies the situation in a conversation and produces an individual coaching response.	Spitalgasse 1a 1090 Vienna office@mindcoa.ch www.mindcoa.ch
PMONE GMBH	This company has offices in Vienna, Munich and Zürich and offers business intelligence, performance management and artificial intelligence services throughout the German-speaking world. The “traditional” offer of Microsoft for Business Intelligence has been further developed via SQL Server and Excel to create an extremely productive and scalable platform for medium-sized and large enterprises.	Media Quarter Marx 3.4 Maria-Jacobi-Gasse 1 1030 Vienna kontakt@pmone.com www.pmone.com

COMPANY	DESCRIPTION	CONTACT/WEBSITE
PREVERO SOFTWARE GMBH	This company, owned by Unit4, specialises in cloud-based business software for ERP, HCM and FP&A. Prevero Software encompasses a performance management platform with integrated business intelligencefunctions and a set of business-management applications for strategic and operational company management.	Seidengasse 9–11 1070 Vienna info@prevero.com www.unit4.com
QUALIANT SOFTWARE GMBH	Qualiant provides software solutions for advertising, PR, digital and in-house agencies. Job management tools are also included in the product range, including hours reporting, resource management and cost accounting.	Schottenfeldgasse 59 1070 Vienna hello@qualiant.at www.qualiant.com
RIB SAA SOFTWARE ENGINEERING GMBH	RIM SAA stands for fully integrated and digitalised production processes. At heart, the system relies upon intelligent software solutions with a central database. This enables the automated management of production processes in prefabrication, from sales, resource planning and production to logistics and assembly.	Gudrunstrasse 184 1100 Vienna office@saa.at www.rib-saa.com
RUBICON IT GMBH	This Vienna-based company was founded in 2001 and is now internationally active. RUBICON has branch offices in Berlin and Bern. Products include future-oriented IT solutions designed for the e-government sector or for private business. RUBICON develops individualised software according to specific customer requirements.	Gonzagagasse 16 1010 Vienna office@rubicon.eu www.rubicon.eu
SAGE GMBH	This software provider’s portfolio includes the fields of orders and bookkeeping, HR and payroll accounting, and ERP and inventory control. Sage employs approximately 13,000 people and has customers in 23 different countries.	Stella-Klein-Löw-Weg 15 1020 Vienna info@sage.at www.sage.com/de-at
SAP AUSTRIA GMBH	SAP Austria GmbH is 100 % owned by SAP SE and was founded in Vienna in 1986 as the company’s first international branch office. SAP supplies company applications in the area of software and software services, and records the highest sales in this sector of any company around the world. SAP software can be found in use in all parts of a company, from bookkeeping and human resources management to controlling, purchasing and production.	Lassallestrasse 7b 1021 Vienna info.austria@sap.com www.sap.com/austria

COMPANY	DESCRIPTION	CONTACT/WEBSITE
SAS INSTITUTE SOFTWARE GMBH	This American company is one of the largest software providers in the world, supporting data scientists, business analysts, statisticians and forecasters in their research, analysis and data visualisation efforts. Key areas of focus include artificial intelligence (AI) and machine learning.	Trabrennstrasse 2B 1020 Vienna office@aut.sas.com www.sas.com
SCLABLE BUSINESS SOLUTIONS GMBH	This Viennese company builds digital products, services and business models. Sclable combines the expertise of a management consultancy with the competence of a technology company.	Marc-Aurel-Strasse 10–12/10 1010 Vienna office@sclable.com sclable.com
SEMANTIC WEB COMPANY GMBH	This internationally active company is based in Vienna, offering consultancy services and software solutions for text mining, data analysis, metadata management and enterprise vocabulary management applications. Semantic Web Company is the developer of the AI platform PoolParty Semantic Suite.	Neubaugasse 1 1070 Vienna office@semantic-web.com semantic-web.com
SER SOLUTIONS AUSTRIA GMBH	The SER Group has its headquarters in Bonn and is Europe's leading manufacturer of ECM and provider of content services platforms. SER software makes it easier for companies to manage their documents and carry out document-intensive business processes.	Floridsdorfer Hauptstrasse 1 1210 Vienna info@sergroup.com www.sergroup.com/de
SHEEPBLUE GMBH	This AI start-up was founded in 2018, developing software to automate the creation of shift plans. The programme is driven by the Saas model, creating shift plans that conform to specified rules and produce a "fair" result on the basis of input parameters.	Hütteldorfer Strasse 253 a 1140 Vienna info@sheepblue.com www.sheepblue.com
SNAP CONSULTING – SYSTEMNAHE ANWENDUNGSPROGRAMMIERUNG UND BERATUNG GMBH	Founded in 2000, snap Consulting specialises in individual needs assessments and consulting. snap assists companies in identifying the optimum use for commercial processes that can be obtained from the standard SAP.	Kölblgasse 8–10 1030 Vienna office@snapconsult.at www.snapconsult.com
SOFTWARE AG ÖSTERREICH	Software AG Österreich is a 100% subsidiary of the German company Software AG, based in Darmstadt. Their portfolio includes the first digital business platform for continuous processes based on public standards, with the core components of integration, process management, in-memory data technology, flexible application development, real-time analysis and IT architecture management.	Tech Gate Vienna Donau-City-Strasse 1 1220 Vienna info@softwareag.com www.softwareag.com

COMPANY	DESCRIPTION	CONTACT/WEBSITE
SPECIFIC-GROUP AUSTRIA GMBH	Specific-Group was founded in 1998 as a sole proprietorship in Vienna, specialising in the development of individual software solutions. The company's IT solutions are based on many years of experience with software, especially in the financial services sector. Specific-Group solutions increase the efficiency of commercial processes.	Neutorgasse 9 1010 Vienna sales@specific-group.at www.specific-group.at
SYNERGIS INFORMATIONSSYSTEME GMBH	SynerGIS can trace its origins back to 1973. Since 1987, the company has been an Esri distributor in Austria. Its core business revolves around visualisation systems, database systems and help-desk systems.	Technologiestrasse 10 1120 Vienna wien@mysynergis.com www.esri-austria.at
TELETRADER SOFTWARE GMBH	This Viennese company manufactures web and software applications and includes many major banks among its customers.	Marc-Aurel-Strasse 10–12 1010 Vienna office@teletrader.com www.teletrader.com/products
THEVENTURY GMBH	This start-up agency specialises in innovation, artificial intelligence (AI) and growth marketing. The company's services include the implementation of tech projects for large companies, from performance marketing to portal development.	Praterstrasse 1 1020 Vienna hello@theventury.com theventury.com
THINKERS.AI GMBH	This IT start-up has developed an intelligent web search machine for data-driven company management. Machine learning is used to filter out relevant information from the web.	Media Quarter Marx 3.2 Maria-Jacobi-Gasse 1 1030 Vienna office@thinkers.ai www.thinkers.ai
TRICENTIS GMBH	Tricentis is a globally active company providing automated company software testing solutions. The Tricentis solution incorporates test design and planning methods, the provision of assorted test data and automated end-to-end tests. The company was founded in 2007 and is considered to be Austria's first "unicorn" – a start-up with a market value of more than USD 1 billion.	Saturn-Tower Leonard-Bernstein-Strasse 10 1220 Vienna office@tricentis.com www.tricentis.com
VECTOR AUSTRIA GMBH	Vector software tools provide systems architects, network designers and development and testing engineers with comprehensive and holistic support throughout the entire development process. This extends from system design through integration and testing to calibration and the diagnosis of either individual components or entire systems.	Millennium Tower Handelskai 94–96 / Floor 41 info@at.vector.com www.vector.com

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The Project “Fit für die Zukunft” contributes to the development of corporate research and innovation activities in Vienna, encourages cooperation and awakes enthusiasm for research and innovation among young Viennese. Additional information on the www.efre.gv.at/en

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vienna business agency

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