



**THOMAS
KRENN®**

Company Profile



FOREWORD

Dear readers,

Our constant endeavor is to impress our customers and partners with our quality, know-how and individuality. On the following pages you can learn more about the following: What makes us special? How do we approach our daily work? What can you expect from us?

With this brochure, we invite you to get to know us and our work. Thank you for your interest and enjoy the read!



Ralf Hohmann
Executive Board member



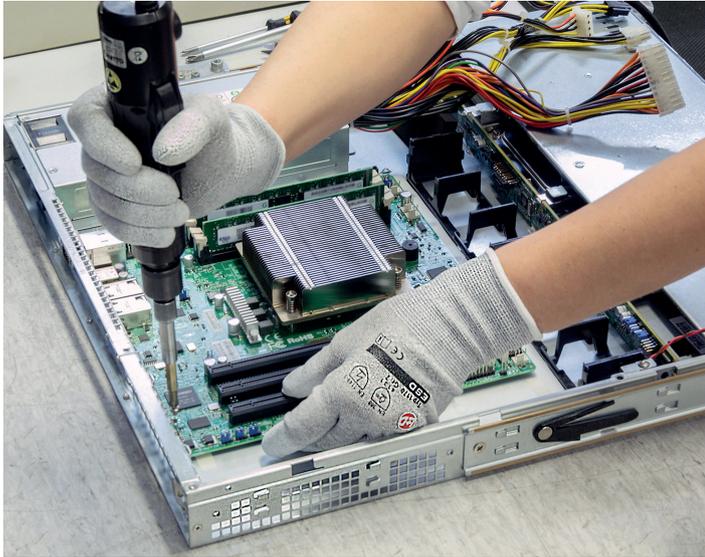
Christoph Maier
Executive Board member





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OUR HISTORY

How it all began

Our company started with an idea: Our goal was to create a simple, uncomplicated online shop for custom server systems. Such shops were very rare when Max Wittenzellner and Thomas Krenn founded the company in 2002. What started as a good idea quickly became more.

Today, we are a successful manufacturer of custom server systems. And despite rapid growth, we have not forgotten our roots: Our headquarters are still located in Freyung, Germany, in the heart of the Bavarian Forest. In addition, a sales office was opened in Tübingen in 2017.



PORTFOLIO

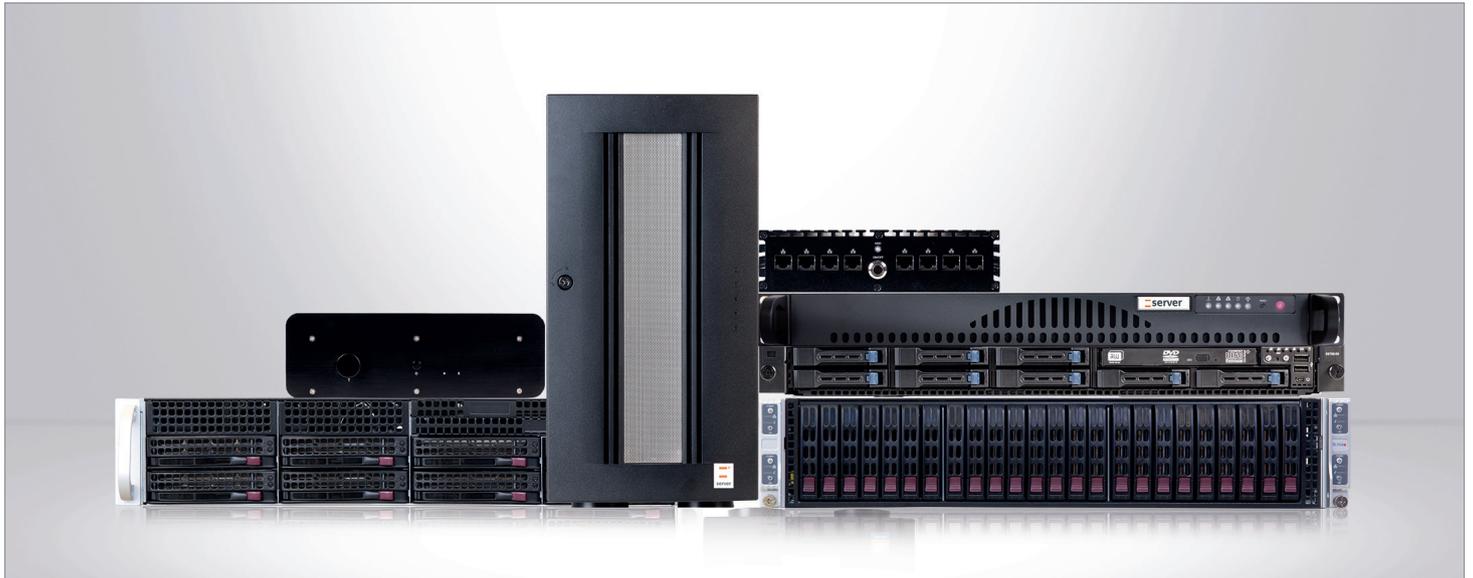
of Thomas-Krenn

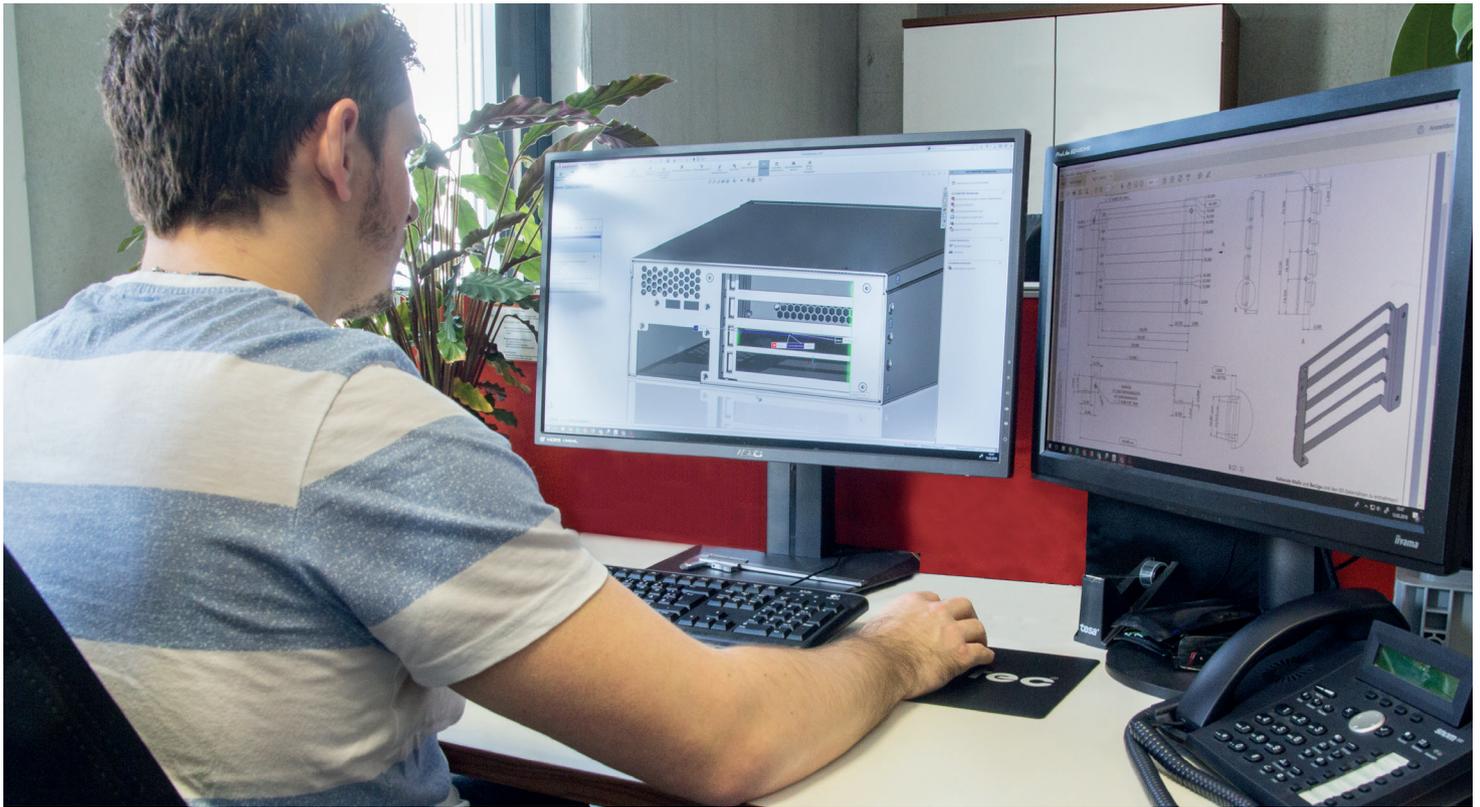
Our online shop offers a broad portfolio for a wide range of applications: It includes rack-, tower-, IPC- and storage-servers as well as workstations and PCs. All of these systems can be assembled according to your individual requirements with our configurator. Extensive advance testing ensures the compatibility and functionality of the components.

We also offer diverse hardware solutions that have been optimally adapted to specific software and applications. These appliances are developed in close collaboration with our partners and are therefore ideally suited for the respective software.

In addition to individually configurable server systems and appliances, we also offer servers for specific application areas. For instance, we offer IPC solutions designed for industrial environments. These server systems are ideal for industrial deployment as they are built to meet IP standards, such as being splash-proof or resistant to dust.

Our sales representatives would be happy to help you choose the right system for your needs by telephone (+49 (0) 8551 9150-0), e-mail (info@thomas-krenn.com) or via the live chat function on our website.





SYSTEM ENGINEERING

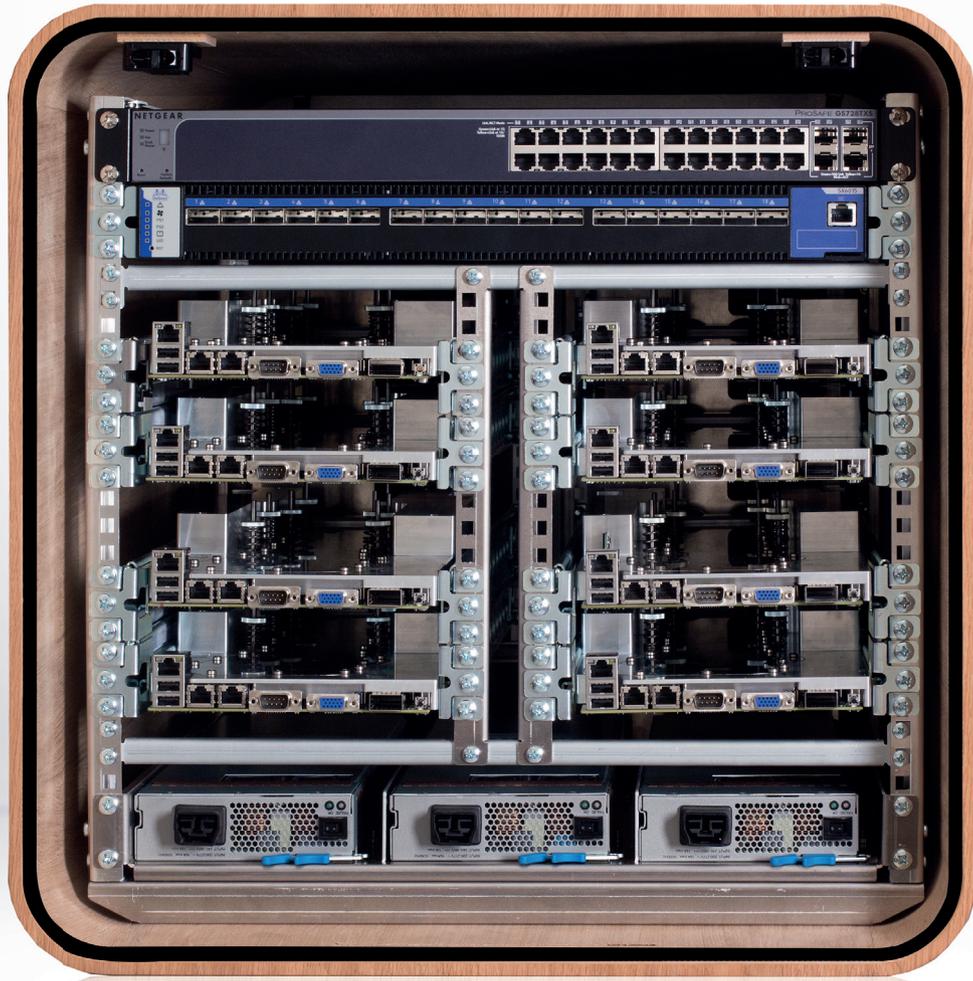
for your specific requirements



Scan the QR code or visit
[thomas-krenn.com/en/
system-engineering](https://thomas-krenn.com/en/system-engineering)
to learn more!

We created the system engineering department at Thomas-Krenn for customers with very specific projects. From planning and prototyping to the production of the servers, we accompany you through every step of your project. Not only do we develop and manufacture the hardware for your system or appliance, but we also offer turnkey systems that include delivery to the user.

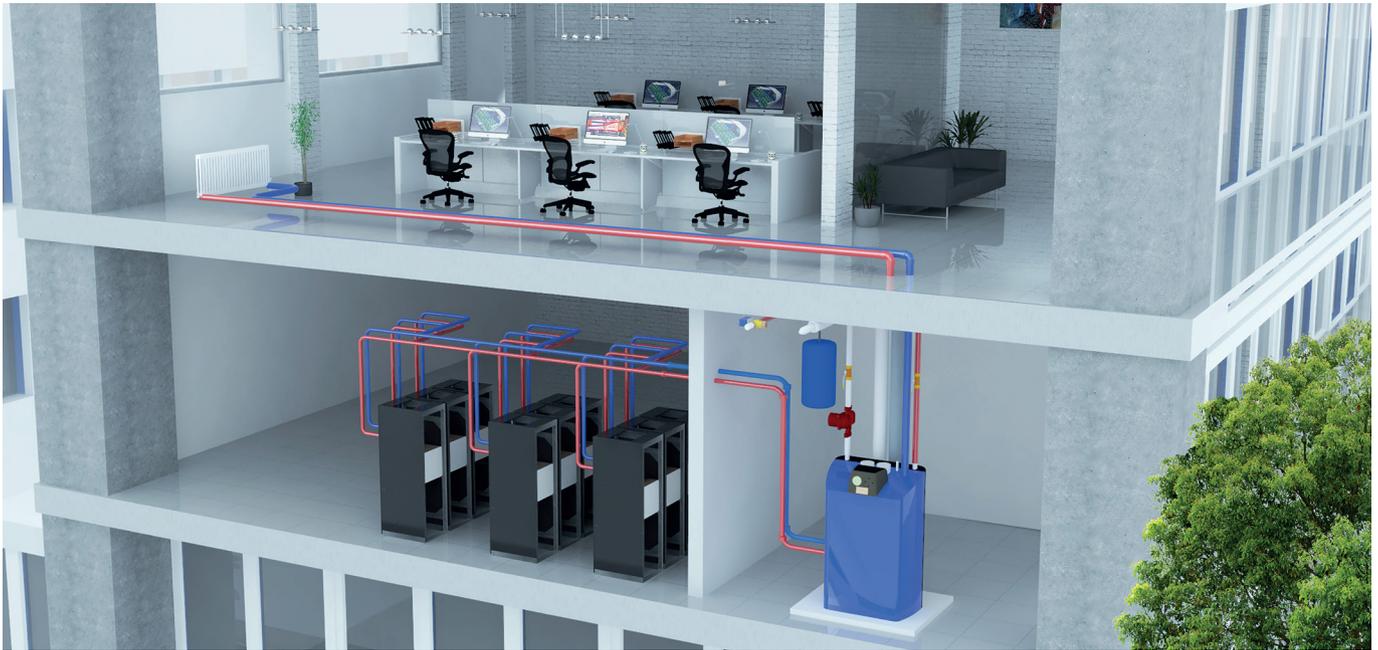
Our production is based on standardized processes, which we can also adapt to your process specifications if required. Furthermore, we design your hardware according to your specifications and can provide personalized service offers. We are also glad to support you regarding the logistics and order processing of your server.



HOT FLUID® COMPUTING

The innovative server cooling system

Hot Fluid® Computing is our innovative concept for server cooling that makes server systems and entire IT infrastructures significantly more energy-efficient. The technology supplies the cooling directly where the heat originates: the mainboard, power supplies and high-speed network components. Specially designed cooling elements ensure the optimal removal of the heat and prevent hotspots. The resulting waste heat can be easily used with building management systems.



Scan the QR code or visit
thomas-krenn.com/en/hot-fluid
to learn more!



REASONS FOR THOMAS-KRENN

Personal, flexible and fast

Buying a system from Thomas-Krenn means not only getting a high-quality server, but also the best all-round advice. All our employees are located in-house and not at some anonymous call center. This means the paths of communication are short throughout the company and each customer receives his own personal contact, who is available for questions.

The result is quick and flexible responses to inquiries and a system custom tailored to your requirements. Our consulting team, which offers services such as pre-installations, can also help you with special requirements. And this service does not end with the purchase: We support every customer with our reliable, committed support team – 24 hours a day, 7 days a week.



In order to provide our customers with the ideal system, our sales representatives must have sound technical expertise. Continuous training and professional development ensure that our staff keeps up with current developments, while certifications verify and expand this knowledge. Close cooperations with our partners also allow us to remain up-to-date with the latest hardware and software products.

Our know-how extends well beyond the realm of commercial hardware – open source, for instance, is another topic we follow closely. Thomas-Krenn has stood for the open source ideal since its founding and this is reflected in its various software offers. Own developments like TKperf are a good example of this, as is the Thomas-Krenn-Wiki. We also foster a special commitment in this area with the Thomas-Krenn Award.



As a rule, we place a high value on transparency. Our processes and work methods are accessible to everyone – even our pricing policy places an emphasis on clarity and fairness. Open and honest communication with our customers is a matter of course. You can get to know us at customer events as well as at various trade fairs and events. And if that is not enough for you, stop by our headquarters for a personal tour of Thomas-Krenn. We look forward to seeing you!



Scan the QR code or visit thomas-krenn.com/en/reasons to learn more!

IN FIGURES

Business and employee development

As of March 2018

We strive for sustainable, healthy growth in terms of both our employees and business performance. We have a successful track record in both areas over the years. Our sales figures, for instance, have developed constantly – reaching 31 million euros in 2017.



54 countries
served worldwide



10,467
servers built



approx. 100 tested
systems and individual
components



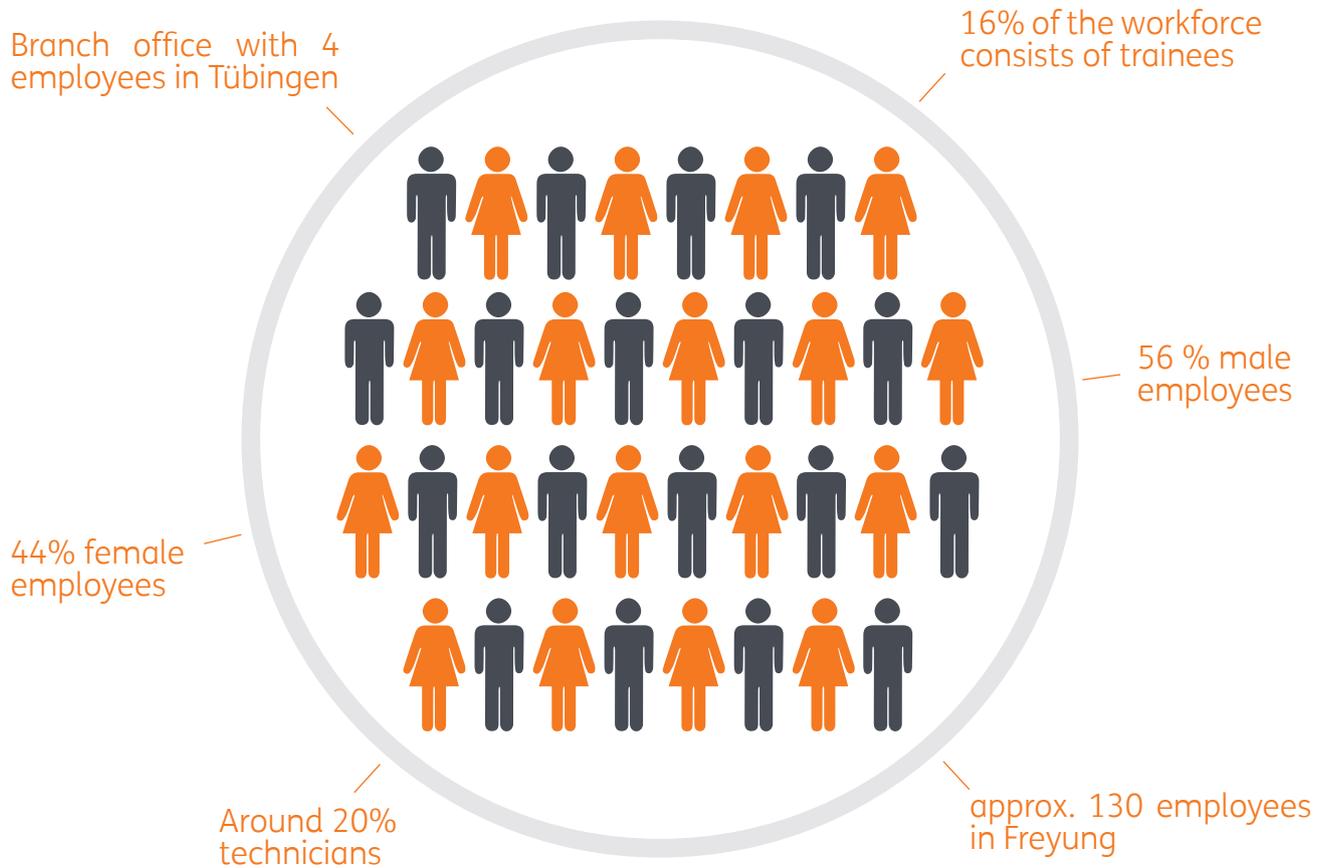
5 million
page views



31 million euros
in total revenue



Active customer base:
15,000 customers with 1,300
new customers in 2017



We have also consistently grown as a company: What began with only two founders, has now grown to over 130 employees.

The majority of them work in technology, sales and production, while the remainder work in purchasing, warehousing, product management, service & logistics, marketing, quality management and administration. In order to find qualified professionals in the future, we invest strongly in the next generation – 16 percent of our workforce consists of trainees.



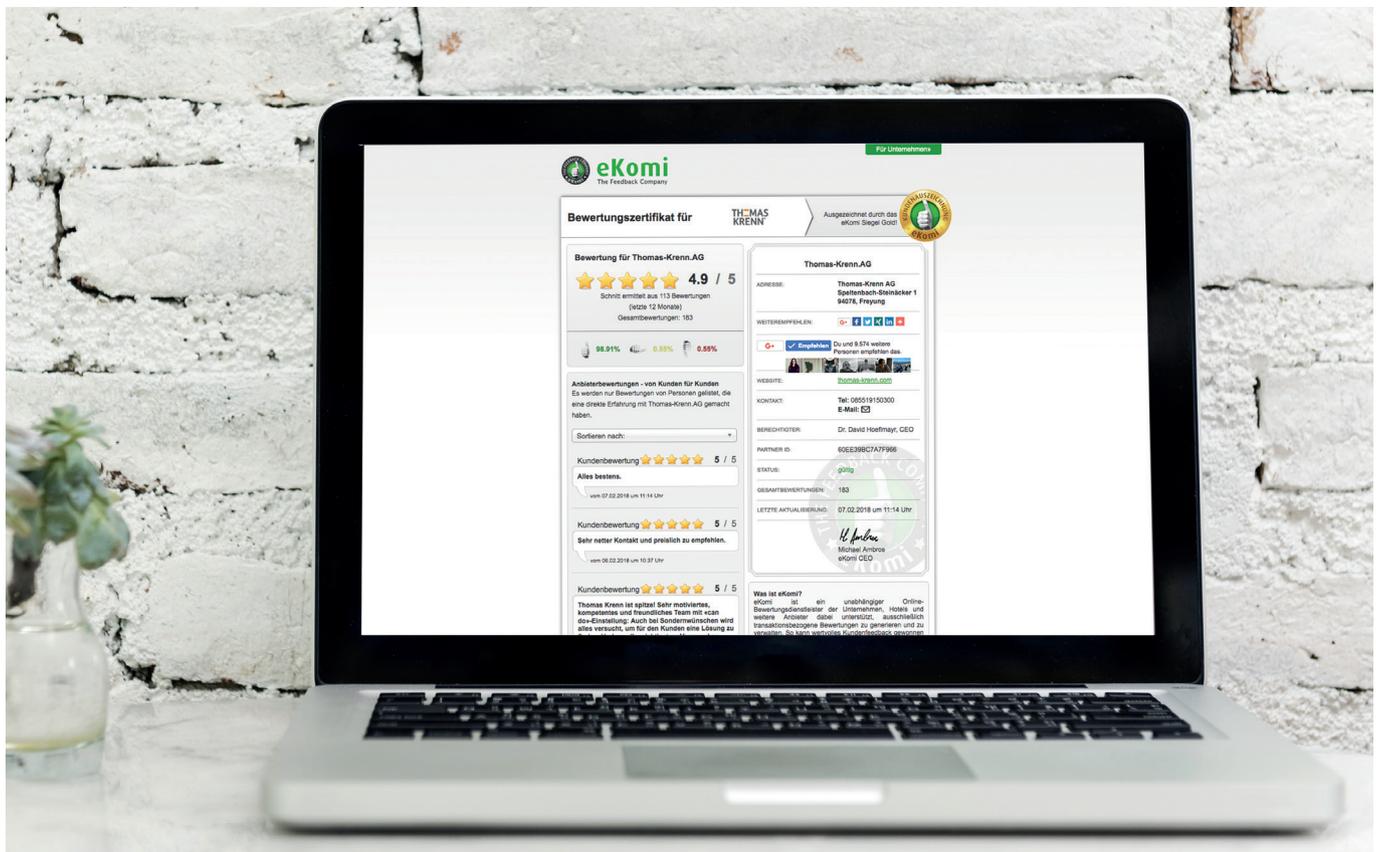
OUR COMMITMENT TO QUALITY

Quality you can count on

When you buy a server system from Thomas-Krenn, you aren't just buying a server, you are buying quality. For instance, we don't rely on manufacturer specs – we test everything ourselves. With tests in our in-house laboratory, we ensure that you only receive reliable, compatible components. Our ISO 9001 TÜV certification shows just how seriously we take quality. We have been adhering to this standard for years and are regularly re-certified.

The most important measure of our success when it comes to quality is the satisfaction of our customers. You can view reviews of our shop quickly and easily via the independent valuation portal eKomi. This feedback goes directly to us and flows into our continuous optimization process at Thomas-Krenn.

In addition, we regularly receive customer feedback via the so-called Net Promoter Score. This KPI is an important indication for us in terms of customer satisfaction.



CUSTOMER FEEDBACK

A brief selection



The Markenfilm Group is Europe's largest producer of advertising films and the leading provider of commercial films in Germany. It produces ads and trade fair trailers for the most renowned companies in Germany. Markenfilm is committed to producing impressive advertising films with the highest cinematic and technical demands.

“Achieving utmost quality in our productions and top performance in implementation is what Markenfilm is all about. Thomas-Krenn AG optimally tailored the hardware to our requirements in order to guarantee an ideal working process.”

Alexander Sucker, IT-Systemengineer Markenfilm GmbH & Co. KG

Project with Thomas-Krenn

For complex video processing, several workstations with serious processing power were needed at the customer's premises. Markenfilm was therefore equipped with several high-quality titanium GPUs for its production workstation in Switzerland.



For more than 40 years, Werum has been realizing market-leading software and systems for a worldwide clientele in industry, research and public administration. In multidisciplinary teams, the company develops process-supporting products and IT solutions for the areas of measurement data and information management, earth observation, eGovernment and enterprise information management.

“We had been looking for a suitable system for use in research vessels for some time. Thanks to the expert advice from the employees of Thomas-Krenn, we quickly found a solution. The server system, a rack server, is specially designed for the purpose and is now used in almost every research vessel we equip.”

Tim Tomczak, Project manager, Werum Software & Systems AG

Project with Thomas-Krenn

The company was looking for a suitable server system for DSHIP, a highly scalable and flexible system for the acquisition, processing, visualization, distribution and archiving of marine measurement data for research vessels. Although the requirements for the server were very high, intensive consultations made it possible to quickly configure an individual rack server that checked all the necessary boxes without any compromises.



CUSTOMER FEEDBACK

A brief selection

m.a.x. it

The m.a.x. Informationstechnologie AG (m.a.x. it) is an interdisciplinary IT solutions partner from Munich. For more than 25 years, m.a.x. it has been supporting SMEs and large corporations with solutions ranging from IT infrastructure and software development to the partial or complete outsourcing of corporate IT. As a managed services provider, m.a.x. it supports clients, servers, networks, platforms and security within the framework of individual service contracts. Complete solutions from renowned manufacturers such as Sophos or Cisco as well as specialized open source solutions such as the OPNsense firewall are used to provide cutting-edge IT security. With OPNsense, the network experts realize high availability solutions, intelligent networking or the interconnection of several security solutions on one platform.

„We have been involved in the open source sector for a long time. The opportunity to work together with Thomas-Krenn on OPNSense was therefore an obvious choice. We were both able to contribute our knowledge and expertise to create an appliance that represents a real alternative to commercial firewall solutions for many of our customers.“

Clemens Dietl, Executive Board member
m.a.x. Informationstechnologie AG

Project with Thomas-Krenn

Similar to Thomas-Krenn, m.a.x. it is a long-time partner of OPNsense, an open source firewall solution. Together, this enthusiasm led to the OPNSense firewall appliance, which is now available in Thomas-Krenn's online shop.



Global Automotive Service GmbH (G.A.S.) aims to unite all services surrounding the topic of mobility under one roof. The company offers its customers an individually tailored concept for the coordination and implementation of their unique requirements. Trained employees assist clients every step of the way.

“We had to renew the entire infrastructure in a very short time. With Thomas-Krenn we had a partner at our side who could react quickly and flexibly to our requirements. We were professionally advised and supported in the selection of both hardware and software.”

Dennis Schmitz, Head of IT Global Automotive Service GmbH

Project with Thomas-Krenn

In order to keep up with customer requirements and digitization in a rapidly changing market, our infrastructure – including server virtualization, VDI, zero clients and network technology – had to be completely changed within a few weeks. With the acquired technology, G.A.S. is now state of the art in both data protection and scalability.



Further customer reviews can be found on our references page thomas-krenn.com/en/references.

OUR PARTNERSHIPS

Achieving more together

THOMAS-KRENN-PARTNERS

Partnering with others has been an important part of our work from the beginning. Our close cooperation with various manufacturers enables us to offer special partner products that precisely meet the specific needs of our customers.

These cooperations also ensure that our technicians are constantly up-to-date with the latest technologies and products and have access to training directly from the source. We pass this know-how on to you via our technicians and sales consultants as well as through our webinars and Thomas-Krenn-Wiki.

One further benefit of these partnerships: We can offer you specialized service products in addition to unique partner products.

open-e

HGST
a Western Digital brand

ASUS

VEEAM

NETGEAR

intel

univention
be open.

Synology

Microsemi
Power Matters.

ATTINGO DATA RESCUE

credativ

XORTEX
eBUSINESS & eMARKETING

nexenta

NVIDIA

OPNsense

FAST LTA
Wir sichern Petabytes.

WD

QLOGIC
The Ultimate in Performance

SUSE

FILOO

SanDisk
a Western Digital brand

rangee
die desktopmanufaktur

Microsoft

SUPERMICR

PROXMOX

inspur

SEAGATE

utimaco

vmware

NetApp

SEP
Hybrid Backup

StorMagic

ATP

AMD

TANBERG DATA

Inlab
Networks

BROADCOM

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