

## Aperto, an IBM Company, Secures Contract to Reinvent the Digital Ecosystem for the Ministry of Defence and the German Armed Forces

BERLIN, Aug. 1, 2018 /PRNewswire/ -- After a public tender process spanning multiple rounds, the Berlin-based digital agency was awarded the contract to relaunch the Ministry of Defence (BMVg) internet presence by the IT service provider BWI GmbH. Aperto, an IBM Company (NYSE: [IBM](#)), will be entrusted with delivering the creative, implementation and editorial services for the Ministry and the German Armed Forces' digital presence, as well as fundamentally transforming their digital ecosystems. Additionally, IBM was awarded the contract for software maintenance and support. The duration of the framework contract is four years. The technical implementation is based on the [CoreMedia](#) content management system.

"Digital transformation is not just a massive topic in the private sector, but also in the public one. This is why we are thrilled to be able to join BMVg and the German Armed Forces on their reinvention journey," says Stephan Haagen, Managing Director at Aperto. "Our setup with IBM already allows us to provide everything under one roof — from strategy and consulting, to creative concepts, implementation, editorial support and both technical and systems maintenance. Our clients all value this."

Primary IT service provider for the Ministry of Defence and the government, [BWI GmbH](#) is the client and contracting authority. As a 100-percent federal company, BWI is responsible for the operation and modernisation of the non-military information and communication technology for the German Armed Forces, and is the IT service centre for several additional government departments.

Aperto, a part of IBM iX, the design business firm, has already proved its online communication expertise to BMVg with the relaunch of the [Ministry's web presence](#) in 2017. Now the team has succeeded in developing it into a holistic digital reinvention project, thereby driving the growth of the Aperto Public Team even further. Additional clients in the public sector include the German Foreign Office, the German government, the German Pension Fund and the Federal Centre for Health Education.

The contract was signed in Q2 2018.

### **About BWI**

With over 3,600 employees and an annual turnover of around 640m euro, BWI GmbH ranks among the top 10 largest IT services providers in Germany. As a 100-percent government-owned company, BWI is on its way from IT service provider for the German Armed Forces to being the IT system centre for the German Armed Forces and the government. Their services span the full range of information technology and telecommunications: from concept development to the implementation and operation. Find out more: [www.bwi.de](http://www.bwi.de)

### **About Aperto — An IBM Company**

Aperto is one of the leading digital agencies in Germany and has been part of the international IBM iX agency family since 2016. Founded in 1995, Aperto offers services within the three fundamental disciplines of strategy, creativity and technology — all under one roof. The team of over 400 employees develops marketing and communications solutions as well as products and business models for the digital age. Under the umbrella of IBM, clients also have access to pioneering services and technologies. With offices in Berlin and Zurich, the agency works with clients such as Airbus, the Foreign Office, the German government, Christoffel-Blindenmission, Coca-Cola, Gothaer, KSB, MAN, Migros, Rossmann, Roche, Siemens und Volkswagen. Find out more: [www.aperto.com](http://www.aperto.com)

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