

Superbrands

Media Coverage

Country	Date	Publication
Hungary	2008	Press Clippings

.A.S.A. company in Hungary won title of Business Superbrands©

23/04/2008



Our company, .A.S.A. Magyarország Ltd. won the title of Business Superbrands© in 2008.

It is not possible to apply for this title, an independent expert team decides who will win it and the concerned company is informed subsequently.

Superbrands© is the world's most important trademark building system which operates in 80 countries. Title of Superbrands© is attained in Europe by companies like Honda, Milka, Nivea, Mercedes, Velux, CIB Bank, IKEA, Herz, Discovery Chanel, book editor of Alexandra, Coca-Cola, Gösser, Vanish and Primagáz and so on.

In Hungary this program in B2B field was started in 2008, which chooses the best trademarks in the business area.

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„Business Superbrand is the brand which made excellent reputation in its own area. Values linked to the brand offers emotional and/or evident advantages which are expected and recognised by the business members. A Business Superbrand stands for quality, reliability and excellence.”

<http://www.fcc-group.eu/en/FCC-CEE-Group/News-and-Media/News/A-S-A-company-in-Hungary-won-title-of-Business-Superbrands.html>

Electra system has been given a Business Superbrand Award

14/11/2008

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Cardinal Kft's Electra system won a Business Superbrand Award in 2008.

This is the first year that outstanding brands of Hungarian business life have received this award. Approximately 500,000 registered Hungarian enterprises served as the selection basis for selecting the most outstanding Hungarian brands. Cardinal Számítástechnikai Kft's Electra system is one of the 250 brands selected.



The **Business Superbrand** status is awarded by a panel of independent experts to brands found to be worthy of bearing that title. While the Superbrand status could only be awarded to consumer brands in previous years, in 2008 this form of recognition was also opened for B2B brands. This new title is called Business Superbrands. Panel members evaluate brands based on the following definition: 'A Superbrand is a brand that has established the finest reputation in its field. The values attached to the brand offer customers significant emotional and/or tangible advantages over its competitors, which customers want and recognise.'

This is the basis on which the expert panel recently recognized Electra, Cardinal Számítástechnikai Kft's market leading, multichannel electronic banking system. The **Electra system** is used by 11 Hungarian banks and dozens of cooperative savings associations under different names to make their electronic services available to their customers. Regardless of their actual name, all these systems use the same Electra technology and so the total number of Electra users can be estimated to be hundreds of thousands.

http://www.cardinal.hu/en/details.php?type=hirek&id=hirek_1226654894



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PRESS RELEASE

Synergon: Superbrand with social responsibility

13th October 2008, Budapest: Synergon Information Systems Plc., that is, its brand Synergon, has received a Business Superbrands© award on the basis of Superbrands© Hungary's decision. Parallely to this, the company has also joined the first Hungarian Good CSR 2008 programme, which is predestined to assess the social responsibility of the domestic companies within a uniform framework. Superbrands© is the most significant brand building system in the world awarding leading brands in more than 80 countries in the world on the basis of uniform principles. Superbrands© Hungary's primary objective in 2008 is communicating the success story of the best domestic brands to a wide audience. The organisation's committees comprising the most influential experts issue two kinds of awards for the worthy consumer and B2B brands. This is the first year this latter category has been assessed, in the course of which selection is made out of 3 000 brands in the initial stage – and the diploma is awarded for the best applicants in the brand value competition proper. The committee appraised Synergon Information Systems Plc.'s several-year long, conscious brand building work with the Business Superbrands© awards within the competition of the B2B sector brands. The Company is worthily proud of this award, which it could be able to win for the first time as a Hungarian owned system integrator. It is well-known that building a brand by classical means is given by the magnitude less ground in the market on the B2B brands; consequently the real value of the brand is more emphatic. Synergon's management had great pleasure in participating in the Good CSR 2008 program, through which responsible conduct towards culture and the entire society, as set out as an important objective by the management, can be focussed on even more emphatically. The program also commenced in Hungary this year, providing and ideal interface for the companies concerned to gain authenticity for their exemplary attitude. The participants to the program come from a narrow circle; altogether 25 companies undertook to prove that the attitude on the basis of which they regard their own organisations as socially responsible does indeed cover the meaning of the otherwise complex concept. The trademark which can be achieved as a result of the reporting system may serve as an authentic evidence to demonstrate that Synergon is capable of keeping in view the important issues concerning also the players outside the sector in addition to and in line with its own objectives.

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ABOUT US Synergon Information Systems Plc. is a leading Hungarian owned solution provider group of companies operating on regional level. The equity of the Synergon group is over 6.5 billion HUF, its turnover in 2007 was almost 17 billion HUF. The shares of the company are registered at the Budapest Stock Exchange. The company's activities cover Hungary, the Czech Republic, and Slovakia. For its regional expansion Synergon gained majority in the Czech IT company Infinity a.s. Infinity set up its daughter company Infinity Slovakia in Slovakia in 2003 and in the end of the same year SAO-Synergon Ltd (former Atos Origin Ltd), working in outsourcing, became also a member of the Synergon group. In 2007, Synergon established a 100% subsidiary called Synergon Retail Systems Trading and Service Ltd., with an equity capital of HUF 40 million, into which the former Retail Business Division was transferred. The solution delivering activities of Synergon - in Hungary and in the region as well – cover IT network integration. The system integration work is executed with business consulting, hardware system construction, planning and construction of communication networks, business infrastructure services, software consulting, full-scale information security solutions, business solutions and related services and consulting, offering system operation, maintenance services and education as well.

http://srs.hu/wp-content/uploads/2015/06/Pr081009_Superbrands_EN.pdf