

# Superbrands

## Media Coverage

Country	Date	Publication
Hungary	2009	Press Clippings

## Superbrands Awards Event 2009

21/12/2009

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**The Superbrands and Business Superbrands Awards Gala 2009 was held on 3 December.**



This was the fifth Superbrands gala in Hungary and the second one where Business Superbrands awards were handed over in recognition of well-known and reputable business brands.

This is already the second time that Cardinal Kft. is among the awardees. While last year's award was given to us in recognition of our Electra electronic banking system, this year it was the Cardinal brand that was awarded with the Business Superbrands 2009 award given to top B2B brands.

The Business Superbrands 2009 book presenting Cardinal Kft. along with the other award winners was also presented at the gala after the awarding ceremony.

[http://www.cardinal.hu/en/details.php?type=hirek&&id=hirek\\_1261401195](http://www.cardinal.hu/en/details.php?type=hirek&&id=hirek_1261401195)

## Cardinal wins Business Superbrands 2009 award

14/08/2009

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**2009 is already the second year that the best B2B brands are awarded Business Superbrands status as part of the Business Superbrands Program. Last year the Electra System won a Business Superbrands 2008 award, while this year Cardinal Kft. received Business Superbrands 2009 status based on the decision of a committee of independent specialists.**



The Superbrands program has been present in Hungary for five years but the **Business Superbrands** program, which presents the most excellent brands of the business (B2B) sector and has been playing a determinant role on the international market for years, was launched in Hungary only last year.

The Business Superbrands Award is given by an independent committee consisting of 14 highly acclaimed specialists, who are very knowledgeable concerning the respective business segment. The list of the 3,000 brands / companies presented to the committee is generated by filtering the 500,000 active enterprises registered by Dun & Bradstreet and taking into account the recommendations of the largest domestic professional organisations and chambers. The list contains not only those domestic companies which

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achieve the largest profits but also smaller enterprises which excel in their performance within the business community.

Committee members evaluate different brands based on the following criterion: '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, recognise and are confident about investing in. Business Superbrands fulfil the demands of enterprises and organisations mostly. A Business Superbrand must demonstrate quality, reliability and distinction of their brand.'

Cardinal Számítástechnikai Kft., which received Business Superbrand status, was established in 1992. The two main business lines of the company are the development and support for the Electra electronic banking software used under the names Electra, Spectra, PCBankár, PCKontakt and KID, and for CRAFT document management systems.

The Electra electronic banking system covers all aspects of the electronic sales channels of financial institutions from powerful client programs to Internet banking and mobile banking, thus it provides an integrated, uniform and transparent interface for the customers of financial institutions to manage their financials. The recognition of the system is proven by the fact that **Electra System won the Business Superbrands 2008 award.**

The CRAFT document management system can offer solutions for various aspects of document management from general document management systems to special banking systems, to systems performing custom tasks. The CRAFT system is used, for example, for the electronic management of documents used by banks, insurance companies and other financial service providers and for controlling the administration of documents.

[http://www.cardinal.hu/en/details.php?type=hirek&&id=hirek\\_1250248092](http://www.cardinal.hu/en/details.php?type=hirek&&id=hirek_1250248092)