ZUGSEIL History and USPs

ZUGSEIL has been founded in 1999 as the successor of Seiler IT Beratung GmbH.

Strategy

While others focused the development on generic ERP systems to have the broadest possible target audience, we has a philosophy of **drilling the thickest part of the wood**, which clearly would allow us (once finished) to deliver the most flexibility to our customers: It is always simple to reduce complexity in a core piece of software, but increasing the complexity comes with a large price tag attached. So we focused on developing software solutions for mass-customized products and the production and fulfillment of these goods. Over the last 25 years this grew a stable **mass-customization core** in our software. This natively inbuilt highest possible product complexity, delivers one main benefit to our customers: We can rapidly adapt our ERP without much effort to most scenarios, bringing IT complexity in most organizations dramatically down.

In 2013 our technology was bought up by another technology company, which gave us the money and time to focus on developing the next level of flexibility: Reducing the effort of **digital integration between business partners to as close to zero as possible**. This again took us close to 10 years, but we finally succeeded.

With our **ZUGSEIL supplier suite**, we are proud to deliver the fist peer-to-peer software, which can be used in a wide range of scenarios ranging from as a mass-customization fulfillment tool integrating with an existing ERP or acting as first full mass-customization ERP available on the market.