



## **ALVARA | Digital Solutions is growing again: it relations GmbH becomes a new sister company in the group**



Leipzig, 7 April 2021. ALVARA | Digital Solutions (a brand of ALVARA Holding GmbH) continues to grow. It relations GmbH is new to the corporate group of specialists for track & trace software solutions for the cash cycle and logistics. ALVARA | Digital Solutions adds an IT specialist that has been carrying out innovative IT projects for 25 years and, among other things, stands for the successful development of innovative and intuitively operated cash register systems. The intelligent branch checkout systems used by large bakery chain stores, restaurants, bars and retailers can be individually adapted and, in addition to central data maintenance and POS synchronisation, are also GDPR/GOBD-compliant and fiscally secure. The Coffeeboard system enables current discounts, promotions or image advertising to be effectively staged as an image or video via separate monitors in the checkout area so advertising can be centrally planned and managed.

“With the integration of it relations GmbH into our corporate group, we are creating new areas of innovation – also in the non-cash area such as billing or digital payment transactions”, explains ALVARA | Digital Solutions Managing Director Thomas Vietze. “With new opportunities for customer-effective marketing, e-receipts and registers in the cloud, our existing and future customers benefit from our growing company strength.”

For existing customers, the added value is clear: From the back office to the cash register, they cover all processes transparently, securely and efficiently with solutions from one provider and can completely automate cash processes at the cash register, for example by connecting smart safes and recyclers via POS Connector.

The focus of the acquisition is on the integration of the it relations systems into the software architecture of ALVARA | Digital Solutions as well as strengthening the market position of it relations in the DACH region. In future, new solutions for self-checkouts and mobile cash registers as well as cash register cloud applications will be developed together. “With the employees of it relations GmbH we want to continue our sustainable growth strategy and further expand our product portfolios in the interests of our customers”, says Steven Schwarznau, Managing Director at ALVARA | Digital Solutions. Processes can be recorded more quickly and easily.

It relations GmbH will continue to operate from Leipzig with its own company name and its usual appearance. The existing contracts between the company and its customers continue to run seamlessly. “The contact persons remain the same and can be reached as usual”, says Andreas Freyer, Managing Director of it relations GmbH, who will initially remain Managing Director and then also be active in an advisory capacity. He and Steven Schwarznau form the new management



team at its relations. "The expertise of the entire ALVARA | Digital Solutions group adds great value for our customers. We are very much looking forward to working with our new colleagues", adds Andreas Freyer. In this team, Robert Wolf will be responsible for the areas of strategic market development and the expansion of proven partnerships with retailers and, in the future, cash register manufacturers.

With the expertise of ALVARA | Digital Solutions, its relations want to take the products to the next level. ALVARA | Digital Solutions relies on the extensive expertise within the group to create cloud-based products and mobile apps. The development of these new business fields in the area of cashless payments is an important step in the further development of the corporate group and offers customers a perfectly coordinated range of products from a single source.

The seller was advised on the transaction by MA-Solutions, Wincheringen (transaction advisor) as well as MUTTER & KRUCHEN, Düsseldorf (M&A, corporate law) and TCI Rechtsanwälte, Mainz (information technology law). Silver Investment Partners, TZ Consulting and KWM Europe supported ALVARA | Digital Solutions on the successful acquisition of its relations.

Find out more:

[www.digital.alvara.eu](http://www.digital.alvara.eu)

[www.itrelations.de](http://www.itrelations.de)

**About ALVARA | Digital Solutions (a trademark of ALVARA Holding GmbH):**

ALVARA | Digital Solutions is a brand of ALVARA Holding GmbH. The group of companies is positioned as a leading European provider of track & trace software solutions for the cash cycle and logistics - from cash handling, monitoring, process automation to clearing. With its customized solutions for recording and tracking cash flows, the Group enables retailers, cash-in-transit companies and financial institutions to optimize their cash management processes and reduce their process costs. ALVARA | Digital Solutions' customers include companies from the retail, CIT and banking sectors worldwide. [www.digital.alvara.eu](http://www.digital.alvara.eu)

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