

susensoftware » company » history of susensoftware and the CEO Axel Susen



Susensoftware

The market for pre-owned software is new. Not only when it comes to time: (10 years ago this business model did not even exist), but also when it comes to content: Even today the purchase or sale of used software licenses for companies is a bit unusual. It has to do with structures and purchase processes, but also with the market power of the software manufacturers. Since March 2001 Susensoftware has been specializing in trading and conveying pre-owned software, especially Microsoft and SAP products.

- 2007** Foundation of the Susensoftware GmbH. For the first time more than 10,000 licenses sold.
- 2006** Sales increase of 100% per year; the number of customers increases to at present 250
- 2005** The client structure of Susensoftware is composed of: 40% leasing companies, 40% medium-sized and large business, and 20% insolvency administrators
- 2004** Specialization of the trade in pre-owned software on Microsoft and SAP licenses. Shift of the client structure of Susensoftware towards leasing companies and more medium-sized clients: 50% insolvency administrators and leasing companies, 40% medium-sized and large businesses, and 10% exploiters.
- 2003**
- 2001** Move into the technology center in Aachen

Foundation: March 2001
Content: First orders to screen unused software and to assess their value.
The client structure of Susensoftware is composed of: 70% Insolvency administrators and 30% medium-sized companies.



Front view of the technology center Aachen

Axel Susen

Axel Susen (born 1960), after his studies at the RWTH Aachen (mechanical engineering), gained his first professional experiences on Mauritius in 1989. In a development project on behalf of the European Community the connection of the Ministry of Industry to international data bases was implemented. Immediately afterwards he founded the company CeQuadrat GmbH together with a partner. Focus was on the development of hard- and software solutions in the sector of CDR technology. As a partner of the Deutsche Telekom Axel Susen participated in the development of voice recognition from 1995 until 2000. He has also published a book with the VDE publishing company about the problems in the applications, titled "Spracherkennung, Kosten, Nutzen, Einsatzmöglichkeiten" ("Voice recognition, costs, benefit, application possibilities"). Since 2001 he has been CEO of Susensoftware.

2000

**S.Punkt Gesellschaft für Software GmbH
(Software company)**
Period: 1995 - 2000

1995

Function: Founder and CEO
 Partner: Deutsche Telekom AG
 Location: Technology center Aachen
 Content: Development of a software for the speaker-independent voice recognition. Focus on telecommunication solutions.



CeBit appearance 1999

1990**CeQuadrat GmbH**

Period: 1990 - 1995

Function: Founder and CEO

Partner: Holger Kittel

Location: Technology center Aachen

Content: Development of hard- and software solutions in the sector of CDR-technology. WinOnCD becomes the most-sold CD optical-disc-authoring software worldwide.



The S.Punkt team

1989

Cooperation of Axel Susen in a development project on Mauritius on behalf of the EC. Focus: Connection of the Ministry for Industry to international data bases.



Presentation of a mobile Sony CD solution 1993