

# Press release

---

Priority matrices help companies to evaluate innovations

## iTAC positioned as a Sample Vendor for Composite Applications in Gartner Hype Cycle 2024

Montabaur, August 06, 2024 – iTAC ([www.itacsoftware.com](http://www.itacsoftware.com)) has been placed in the “Gartner® Hype Cycle™ for Revenue and Sales Technology, 2024” as a Sample Vendor in the “Composite Applications” category. “Gartner Hype Cycles are graphic representations of the maturity, relevancy and adoption rate of emerging and mainstream innovations. CIOs and IT leaders can use Hype Cycles and associated Priority Matrices to strategize roadmaps for investing in the right innovations at the right time.”

### Fit for the future with composable architecture

In the “Hype Cycle for Revenue and Sales Technology, 2024”, iTAC is positioned as a Sample Vendor in the “Composite Applications” segment. We believe that iTAC is therefore setting a good example in this area. “Composable stands for a modern IT architecture concept in which systems and applications are composed of modular, reusable and independent components. These components can include different types of software modules, microservices, containers or applications and can be developed using different technologies and platforms. They are designed to be easily combinable, interchangeable and scalable in order to be able to react quickly to

iTAC Software AG  
Aubachstr. 24  
56410 Montabaur  
Germany

Tel.: +49 2602-1065-0  
Fax: +49 2602-1065-30  
[info@itacsoftware.com](mailto:info@itacsoftware.com)  
[www.itacsoftware.com](http://www.itacsoftware.com)

business requirements and market changes. “These trends and the continuing digitalization and automation in the manufacturing industry are driving the development of MES/MOM systems.

The switch from monolithic systems to microservice-oriented architectures therefore enables greater independence, flexibility and agility,” explains Martin Heinz, board member of iTAC Software AG.

The Manufacturing Operations Management solution iTAC.MOM.Suite works according to this principle, setting new standards in the manufacturing industry. The MOM combines Manufacturing Execution System (MES) functions with real-time solutions for controlling, optimizing and forecasting production processes. It has all the necessary functions for networking and automating processes. The open and service-oriented architecture simplifies data exchange and forms the basis for seamless integration into existing platform concepts. The microservices approach makes it easy to add new functionalities as required.

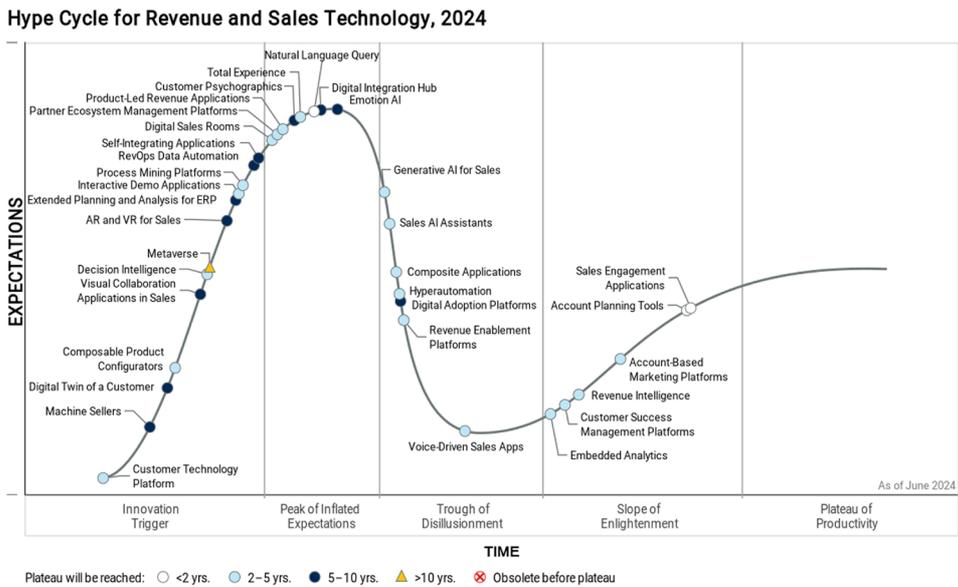
Martin Heinz says: “We think the recognition in the Gartner report confirms that our production management system is fit for the future.“

Read the full report here: <https://www.itacsoftware.com/de/media/analysten-reports/gartner-report>

**iTAC Software AG**  
Aubachstr. 24  
56410 Montabaur  
Germany

Tel.: +49 2602-1065-0  
Fax: +49 2602-1065-30  
info@itacsoftware.com  
www.itacsoftware.com

Figure 1: Hype Cycle for Revenue and Sales Technology, 2024



Gartner

***iTAC positioned as a Sample Vendor for Composite Applications in Gartner Hype Cycle 2024***

**Image source: Gartner**

**Disclaimer**

Gartner, Hype Cycle for Revenue and Sales Technology, 2024, Guy Wood and 4 others, 17 June 2024

GARTNER is a registered trademark and service mark of Gartner, Inc. and Hype Cycle is a registered trademark of Gartner, Inc. and/or its affiliates and is used herein with permission. All rights reserved.

Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner’s research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

**iTAC Software AG**  
Aubachstr. 24  
56410 Montabaur  
Germany

Tel.: +49 2602-1065-0  
Fax: +49 2602-1065-30  
info@itacsoftware.com  
www.itacsoftware.com

### **About iTAC**

iTAC Software AG, an independent company of the mechanical and plant engineering firm Dürr, provides internet-enabled information and communication technologies for the manufacturing industry. Founded in 1998, the company is one of the leading MES/MOM providers. The iTAC.MOM.Suite is a holistic Manufacturing Operations Management that is used worldwide by companies in different industry sectors such as automotive, electronics/EMS, telecommunication, medical engineering, metal casting and energy. Additional services and solutions for implementing IIoT and Industry 4.0 requirements complete the portfolio. iTAC Software AG is headquartered in Montabaur, Germany and has offices in the USA, Mexico, China and Japan and has a worldwide partner network for sales and service. iTAC's philosophy is to connect people, data and systems.

The Dürr Group is one of the world's leading mechanical and plant engineering firms with particular expertise in the technology fields of automation, digitalization, and energy efficiency. Its products, systems, and services enable highly efficient and sustainable manufacturing processes – mainly in the automotive industry and for producers of furniture and timber houses, but also in sectors such as the chemical and pharmaceutical industries, medical devices, electrical engineering, and battery production. In 2023, the company generated sales of €4.6 billion. The Dürr Group has around 20,500 employees and 142 business locations in 32 countries, and it operates in the market with five divisions.

### **Contact**

iTAC Software AG

Alina Leber

Inbound Marketing

Tel.: +49 2602 1065 0

[alina.leber@itacsoftware.com](mailto:alina.leber@itacsoftware.com)

punctum pr-agentur GmbH

Ulrike Peter

General Manager

Phone +49 211 971 7977 0

[pr@punctum-pr.de](mailto:pr@punctum-pr.de)

**iTAC Software AG**  
Aubachstr. 24  
56410 Montabaur  
Germany

Tel.: +49 2602-1065-0  
Fax: +49 2602-1065-30  
[info@itacsoftware.com](mailto:info@itacsoftware.com)  
[www.itacsoftware.com](http://www.itacsoftware.com)