



...serving Tube commuters just down the road from City Hall.

The TfL deal also fits in with the ESG trend that IFS is heavily invested in.

“It was so important to find something that was sustainable,” as Pilgerstorfer tells ERP Today. “Many of our customers are coming to us saying ‘we’re asset-intensive and very industrial by nature, but we know we have to improve our sustainability.’ (IFS) has made a huge investment to what we call our Sustainability Hub, which lets companies monitor,

manage and change their operations to become more sustainable.

“Would we go to a football team or a stadium rebrand, simply sticking a sticker on the side of an asset? (Instead) I very much wanted something that was green.”

The whole experience is a nicely epic bit of promotion for IFS, which had primarily dealt in sports sponsorship beforehand. Now, of course, IFS is steadily becoming more epic itself in the enterprise field.

“Our software revenue has been

growing way over 20 percent year-on-year,” Pilgerstorfer says. “It’s testament to the fact that the business has been super-focussed, and now we’re just taking that next step so we get bigger awareness, and we’re part of the consideration when people are looking for a new technology platform.”

You sure can’t get bigger awareness than having your name out there as part of the infrastructure in one of the world’s biggest cities, emblazoned over all the London Tube maps. ■