

PRESS RELEASE

PROMOS remains a stable force in the IT market and reports remarkable growth

Berlin, March 19, 2025 – In a rapidly shifting IT provider landscape, PROMOS continues to stand strong in 2024 as a stable and reliable player. The company once again achieved 8.5% revenue growth, increasing its annual turnover to €32 million. This growth is built on a solid foundation: a robust consulting business, significantly rising license and usage revenues, and a growing service portfolio. Key drivers of this success included the service portfolio, data center operations, PROMOS.GT ready2, and EED. Together, they contributed significantly to a strong and sustainable business trajectory.

Independent. Reliable. Built to last

In a market environment marked by mergers, acquisitions, and volatility, PROMOS stands out as the last remaining independent provider of industry-specific ERP solutions for the real estate sector. While private equity activity and consolidation caused disruption throughout the past year, PROMOS remains a constant – owner-managed, self-financed, and committed to long-term value. Elena Wollscheid, Managing Director at PROMOS, emphasizes: “We’re not chasing short-term returns. With our PROMOS2030 vision, we’re focused on sustainable growth. Our goal is clear: by 2030, we want to be the leading consulting and service company for the real estate industry in Germany and across Europe.”

Client trust and bold Innovation

In 2024, PROMOS not only welcomed several new clients but also deepened partnerships with existing ones. In total, PROMOS served 100 clients and delivered 560 projects over the past year. Notably, many customers significantly increased their project volume compared to the previous year. Erik Walter, also part of the executive team, explains: “The continued trust of our clients is evident not just in the number of projects but in the bold innovation initiatives we’re delivering together. These projects show what’s possible when innovation meets true partnership.”

Generative AI: A Breakthrough in Real Estate Digitalization



Within just six months, PROMOS succeeded in fully integrating generative AI into SAP®. The AI now supports clients by automatically processing incoming tenant inquiries, creating tickets in SAP® and even drafting personalized responses. Jens Kramer, PROMOS founder and Managing Director, states: “This solution sets a new industry standard. It’s not just a technical breakthrough – it’s a milestone in the digital transformation of the real estate industry.”

Employee retention and diversity - foundations of our success

PROMOS’s strength isn’t just built on clients and partners but also on its people. The company’s 270+ employees show exceptional loyalty, with an average tenure of 8 years. At the same time, the team remains dynamic, with an average age of 38 and 40% of leadership roles held by women – remarkable figures in a traditionally conservative industry. “Our success is rooted in a company culture built on diversity, equal opportunity, and strong team spirit,” says Wollscheid.

Milestones that shape the future

A prime example of PROMOS’s strategic development is its implementation and technology partnership with Planon. This collaboration opens up entirely new markets and expands the PROMOS portfolio with innovative real estate management solutions.

Significant milestones were also achieved in PROMOS’s app business. In 2024, PROMOS welcomed its one-millionth private user on the platform, with a total of 1,013,881 B2C users now registered. The B2B side also showed strong momentum: in 2024, nearly 94,000 tenant moves were processed through the Professional App, and more than 14,000 quotes were generated via the craftsmen portal.

Looking ahead – OPAF 2025 offers insights into the future

Want to explore these developments and what lies ahead for the industry? Join us at the OpenPromos User Forum on June 4–5, 2025 – the leading event for digital transformation in the real estate sector. In addition to exclusive project insights and innovation showcases, this year’s forum will feature a welcome address from Ingeborg Esser, Managing Director of GdW, the German housing industry’s top association, addressing stakeholders from across the DACH region.

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About PROMOS consult:

PROMOS consult was founded in 1998 in Berlin and today, with approximately 270 employees, ranks among the largest IT companies specialising in the real estate industry. PROMOS consult is an SAP systems company and a Planon partner. Through consulting, solution development, training, and full-service IT services with its own data centre, PROMOS consult offers comprehensive digitalisation and process optimisation to the real estate industry. With easysquare, PROMOS has a pioneering cloud platform that simplifies real estate business processes through online portals and apps for property managers, tenants, prospects, and service providers.

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