

Ashampoo

An Idea Takes Hold

People with visions can either seek professional help or put them into reality.

Ashampoo founder Rolf Hichner had a clear vision when he created the Oldenburg-based company in 1999. His goal was to develop meaningful, easy-to-use software for both private and commercial use that required no lengthy studying of manuals. This led to the creation of a vast portfolio of Windows applications in the previous decade that rank among the top in their fields. In 2012, together with his CFO since 2004, Heinz-Wilhelm Bogena, Hichner retired from business operations to found the board of directors and to focus on other projects such as the pilot portal Airshampoo and H&B Immobilien GmbH & Co. KG, a property agency. With Sebastian Schwarz as new CEO and Jens Klibing at as new CFO, the torch was handed over to a new generation of entrepreneurs. Since 2017, Konrad Frerichs has joined management as CLO.

Ashampoo employs more than 55 in-house and external workers, predominantly at the Oldenburg location, to develop high-quality software, to provide a viable alternative to boxed retail software with free email support and to prepare for the market needs of tomorrow.

“Our applications are well-priced, easy to use and always professionally implemented. They are available world-wide on all major download portals both as trial and full-version downloads through online purchase. By now, our programs cover all relevant computer applications. A large part of our success was ensured by our strategic focus on online sales early on.”, says Sebastian Schwarz, the new CEO of Ashampoo.

Just like Ashampoo software is available anywhere in the world, Ashampoo applications constantly show up either as free full, special or trial editions in nearly all print magazines around the world.

Ashampoo’s steady rise in success is reflected by the following key figures: 4.6 million registered users in 2006, 6.1 million registered users by the end of 2007, 8 million registered users by the end of 2008 and around 9.5 million registered users in 2009 with more than 90 million program installations. Currently, more than 18 million users have installed Ashampoo software around 170 million times.

As if this wasn’t enough, Ashampoo also expands beyond the software business. Ashampoo GmbH & Co. KG runs several internet portals that line up like pearls on a string to go beyond traditional B2C software distribution towards B2B solutions and services.



Konrad Frerichs
CLO (since 2017)



Jens Klibing at
CFO (since 2012)



Sebastian Schwarz
CEO (since 2012)



Rolf Hichner
Founder, Board Member



Heinz-Wilhelm Bogena
Board Member

■ More than just software

Ashampoo business solutions

■ www.cleverreach.com Professional email marketing

Why not turn years of email marketing experience into a separate business?

Customer email addresses are one of the most valuable assets of today's companies. Once a critical mass is reached, email can be used effectively for product marketing. This strategy uses so-called newsletters about special offers, discounts, news, other products and services that are distributed as emails to customers that care, exclusively. Already, many companies achieve a large share of their revenues through email dispatch.

CleverReach's professional email marketing system manages a pool of companies that dispatch newsletters and press announcements as emails on a regular basis. The system ensures perfect formatting and dispatches mails at the click of a button from any machine.

Today, more than 170,000 customers rely on this technology that is offered as "Software as a Service" (SaaS), requires no local software installation and is accessible by web browser from any machine.

Users can manage their recipients online and may generate login/logout forms to embed in their homepages within minutes. CleverReach takes care of newsletter formatting and offers numerous customizable templates. Bulk mails are sent out with virtually no delay.

CleverReach is part of Certified Senders Alliance. This organization ensures that all participating email providers do not classify emails from member companies as spam.

Auto-management of autoresponder mails guarantees quick response times and comprehensive statistics provide valuable information such as number of reads, clicks per link, bounced emails, unsubscribers and more.

Interested parties may register for a free trial account at www.cleverreach.com. Prices are tiered either as a subscription model or frequency-based.

■ www.deutschland-digital.de Professional expertise for digital times

Deutschland Digital GmbH & Co. KG is the latest addition to the Ashampoo group of companies. In July 2013, Ashampoo acquired complete ownership of Deutschland Digital GmbH & Co. KG to strengthen its position in the digital market space. As a wholly owned subsidiary, the Deutschland Digital brand, registered and protected by trademark law, constitutes yet another valuable addition to the Ashampoo corporation.

■ Ashampoo GmbH & Co. KG

Phone: +49 441 93379-0

Fax: +49 441 93379-79

Felix-Wankel-Str. 16
26125 Oldenburg / Germany

Internet: www.ashampoo.com

Email: info@ashampoo.com