

History of **AJS**

AJS are the full initials of my name *Andreas Josef Schartner*.

I thought I can make something out of it, which represents what I have been doing over the last 15 years of my professional life.

Well, I am an international business consultant in the field of Enterprise Resource Planning (ERP) and I have always wanted to put my own product in the field of Enterprise Business Software (EBS) on the market.

Business software is basically a set of applications for enterprises to support handling processes. So, the “A” was clear. I have always provided solutions to customers. So, the “S” was also clear; but what to do with the “J?”

I provided solutions to customers always very fast and in the right way. A water jet is also very fast. So, I also had something for the “J” and **AJS** was born as new company name standing for ***Applications Jet Solutions***.

Anyway, just before Christmas 2015, I started to get bored with the term Applications. Anyone can make applications and I am not Applications; but for what could the “A” stand?.

Over Christmas, my daughter Sophie wanted to watch our favourite movie “Avatar.” I guess you know already what will follow. Still, it took some days till I was prepared to move to ***Avatars Jet Solutions***.

I am an Avatar in my field. And I know I can change the way we perceive and understand today – and above all in future – business software. So, the term Avatar fits to me and to my vision.

To move from Applications to Avatars is like a shift of mind, but Avatars do not provide mere Solutions. Unconsciously, it started working in me and since 2016 the “S” stands for Systems – Systems in the sense of “Change of Mind.”

I personally read **AJS** as

Only <i>Avatars</i> can <i>Jet</i> instantly <i>Systems</i>
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