



History

Maintaining Success

GW interactive was founded by Alexander Gerlach and Julien Walther in 1996 – initially by the name of “Alphaware” – and specialized in intranet-related process optimizations and management.

With the rise of the Internet and amid the rush of the instable New Economy, GW interactive redefined its market positioning. Ever since we have focused on what is important with great success. In 2003 the company was renamed to “GWI Media Technologies GmbH” and took on a new legal entity as a capital company.

GW interactive position themselves as being a technology service provider, fully serving the creation and development of web-based applications.

In complete harmony with our corporate goals, GW interactive broadened its service spectrum by the following: [Communities](#) and [Online Marketing](#). As a result, the in-house project Finya.de was launched to serve GWI-owned Finya GmbH & Co. KG.

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