



Navision Axapta helps Euro909.com stay connected to customers

Euro909.com selects Navision Axapta for financial management system and Internet-integrated sales and marketing system for building customer relationships.

Company Profile

Founded in 1986, Euro909.com is a leading regional Internet Solutions Integrator (ISI), Internet Service Provider (ISP), and telecommunications provider. The company supplies its services to businesses and consumers in Denmark, Scandinavia and other European countries. Denmark-based Euro909.com is listed on the Nasdaq stock exchange (ticker symbol TPARY) in the U.S. The company maintains its corporate headquarters in Søborg, Denmark (a suburb of Copenhagen). As a holding company, Euro909.com owns a number of Internet and telecommunications companies in countries such as Denmark, Sweden, Norway and the UK.

As one of the largest registrars of Internet domain names in Scandinavia, Euro909.com employs approximately 120 people in 4 countries and maintains operations in Denmark, Norway, Sweden, and the UK. A key aspect of the Euro909.com strategy for growth is acquiring Internet-related businesses in Europe. To date, Euro909.com has

made a number of such acquisitions in Scandinavia and the UK.

Situation and Challenge

To keep pace with its rapidly growing product portfolio and customer base, Euro909.com needed a new financial management system. Not only did Euro909.com require a fully featured international accounting and financial planning system, but the company also needed a sales and marketing system that could be integrated with the Internet and World Wide Web.

“A key aspect of our overall sales strategy is to build relationships with our customers so that we can best serve a wide range of their Internet and telecommunications connectivity needs,” says Thomas Kruse, Sales Director at Euro909.com. “To help us achieve this goal on a daily basis, we required a system that could provide the full range of financial

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management capabilities as well as a solutions environment in which we could build an Internet-integrated application to seamlessly communicate with our customers and sub-suppliers," he adds.

A key requirement for the sales and marketing system was to help reduce the costs of sales by automating the sales order flow — both for customer orders as well as with orders to sub-suppliers. Because of the large number of sub-suppliers Euro909.com uses, it would be necessary to automate, using Internet e-mail order processing with sub-suppliers. The goal was for a sales person to simply enter a customer order and the sales and marketing system would take over from there — from service implementation to sub-supplier orders to customer invoicing.

Business Solution Selection

To meet its needs, Euro909.com, with the assistance of Navision Authorized Business Partner, Circle Capital, selected Navision Axapta as the platform for its financial management system as well as for its sales and marketing system.

"After our analysis of Euro909.com requirements, it was clear that Navision Axapta was the best choice for both financial management as well as the customized sales and marketing system," says Bo Nielsson, Manager at Circle Capital. "As we advised, Navision Axapta provides a future-proof technology platform on which Euro909.com can grow their business and provide highly responsive service to their customers."

At Circle Capital's advice, Euro909.com selected Navision Axapta for three main reasons. First, Navision Axapta can be integrated with Internet-based

capabilities such as email and the Web. This would enable Euro909.com to automate communications with sub-suppliers and integrate the sales and marketing system with its inter-company e-mail system based on Microsoft Outlook Express. Second, Navision Axapta provides excellent support for multiple languages and multiple currencies. This would enable Euro909.com to acquire companies in different European countries and integrate their operations. Third, Euro909.com could use Navision Axapta's unique Feature Keys capability to quickly deploy new forms and processes. Feature Keys enable non-programmers to implement or hide fields so that new functionality can be added in just minutes.

Implementation

It took just eight months from when the decision was made to use Navision Axapta until the system — both the financial management system and sales and marketing system — was up and nearly fully functional. A key advantage of the system integration process was that the Microsoft strategy used by Euro909.com, based on a Microsoft SQL Server database (Microsoft NT server, and Microsoft Windows 95/98/NT clients), fits well with the Navision Axapta environment.

Another important advantage when developing and deploying the system was support for multiple languages. While development of the sales and marketing system was implemented in Danish, translating the forms to Swedish was simple thanks to Navision Axapta's method of using labels for form

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fields. This capability enables Euro909.com to make on-the-fly modifications that can be deployed in minutes.

Benefits

With its new Internet-integrated sales and marketing system, Euro909.com has significantly boosted productivity. When a customer buys certain services, orders to sub-suppliers are automatically generated and e-mailed. Upon e-mail confirmation from sub-suppliers, invoices to customers are automatically generated and e-mailed. Using the system, the company's tele-sales force can quickly gain visibility over all available services, place orders, receive confirmations, and manage customer accounts.

In addition, each customer profile in the system includes a link to the customer's website. Using this tool, Euro909.com sales people can quickly get an idea of how the customer is using the Internet as part of its business.

"The bottom line with the new system," says Thomas Kruse, "is that it will help us move towards our objective of significantly increasing sales without substantially increasing our sales and telemarketing force."

One example of how productivity was boosted using Internet integration involves automated administration of the "1002" prefix code Euro909.com uses for its discounted telephone service. At the request of Euro909.com, Circle Capital was able to automate communication between the telecommunications sub-supplier and customer records in the sales and marketing system so that implementation and maintenance of 1002 parameters takes place

automatically partly using the Internet. This automation alone has delivered a very significant time and cost savings for Euro909.com.

For financial management, the Navision Axapta system is successfully meeting the company's wide range of international accounting needs, including the ability to regularly consolidate its different national accounts to fulfill strict Nasdaq-related guidelines.

"Thanks to Navision Axapta's ability to adapt to our specific needs, I would say that we have significantly increased productivity since starting up with the financial management and sales and marketing system," says Kruse. "We have definitely achieved our initial goal of giving the sales force extensive visibility into the complete customer history," he adds. "This way we can build customer relationships and proactively sell in more of our services over time."

For more information, see www.euro909.com.

About Circle Capital

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Circle Capital® is a software development and consulting company founded in January 1998. The company's objective is to develop and implement solutions that enable its customers to manage knowledge-based resources. Circle Capital is an authorized CONCORDE XAL and Navision Axapta Business Partner and has undertaken an agreement

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with Navision to develop standard software solutions for Knowledge Management and Human Resource Management in Navision Axapta.

About Navision a/s

Navision a/s is a leading global provider of cost-effective and adaptable integrated business solutions that help companies in their quest to grow. The company has 124,500 customers worldwide, a global network of more than 2,000 partners, and 1,130 employees in 25 countries. The Navision product line consists of Navision Axapta[?], Navision Financials[?]/Navision Attain[?], and Navision XAL[?]. Navision a/s was created through the merger of Navision Software a/s and Damgaard A/S in December 2000. Its shares are listed on the Copenhagen Stock Exchange (CSE: NAVI). The company is headquartered in Vedbaek, Denmark.

You can learn more about Navision a/s on the Internet at www.navision.com.

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