

European CRM player focused on medium sized businesses looks to extend its growth by acquiring businesses in the same field

Summary

Profile type	Company's country	POD reference
Business request	Belgium	BRBE20220615003
Profile status	Type of partnership	Targeted countries
PUBLISHED	Investment agreement	• World
Contact Person	Term of validity	Last update
Jean-Philippe MERGEN	15/06/2022 15/06/2023	15/06/2022

General Information

Short summary

The Belgian company, founded in 2005, is specialized in the development of extendable Customer Relationship Management (CRM) platforms. It has branches in various countries in Europe. It developed a CRM platform that organizes sales, marketing and customer service, automates customer relationship management and synchronizes customer data. The company is looking for CRM companies that are willing to integrate a fast growing international group. They are interested in an acquisition agreement.

Full description

The company was founded in 2005 with its headquarters in Brussels. They are specialised in CRM and based throughout Europe: Belgium, Denmark, Finland, France, Germany, Luxemburg, Norway, Portugal, The Netherlands, Spain, Switzerland, the United Kingdom. The more than 200 employees work in development, marketing and engineering.

The extendable CRM platform organizes sales, marketing and customer service, automates customer relationship management and synchronizes customer data. The platform collects and secures documents and data in a smart way – extracting, organizing and sharing content with the employees, business systems and processes.

The customer can manage huge volumes of information, including contacts, opportunities, accounts and activities. An open flow of communication provides easy access to this data across disparate departments. The user of the CRM can increase sales, provide valuable insights, streamline processes, and make his sales organization more efficient.

The company pursues a policy of innovative product development based on a fresh and pragmatic look at CRM.

About the advantages, the CRM is flexible, affordable and has a large functional scope. The Zero Maintenance Architecture allows the customer to include upgrades into its contracts (even for customized work). The CRM is 100% customizable to the environment and business needs of the customer thanks to custom developments, be it in the cloud or on-premises.

The company complies with standards and integrates with the whole of the customer infrastructure.

The company would like to grow and become a European leader in its specialisation field. The company is looking to invest in local companies active in the CRM business and acquire shares of the partner company. The partner could become part of a very fast growing international medium sized company and integrate a new CRM product in his product and services range.

Advantages and innovations

Stage of development

Already on the market

Sustainable Development goals

• **Not relevant**

IPR Status

No IPR applied

Partner Sought

Expected role of the partner

The potential partner has to be a company active in the customer relationship management. The ideal partner works with an "aging" product that needs a new product to work with and/or a complementary product. The company could then join the group to build a European leader.

The partner would be looking for investments and would be interested to transfer shares to the company. The partner could become part of a growing international medium sized company and integrate a new CRM product in his product and services.

Type of partnership

Investment agreement

Type and size of the partner

- **SME 11-49**
- **SME 50 - 249**

Dissemination

Technology keywords

- **01003006 - Computer Software**
- **01003008 - Data Processing / Data Interchange, Middleware**

Targeted countries

- **World**

Market keywords

- **02007008 - Business and office software**

Sector groups involved