



Microsoft Azure

Danish IT company meets international large customers' requirements for security, stability, and documentation with Microsoft Azure

Effectmakers uses Microsoft Azure as platform for their trade promotion management solution, which makes it possible for companies in the Consumer Packaged Goods industry to plan and control their promotions and retail sales. To avoid investments in new infrastructure Azure was chosen as the cloud platform to ensure stability, scalability, and security. The selection has made Effectmakers more competitive, since they without problems can live up to strict requirements of stability, compliance, and documentation with Azure.

"Effectmakers BMS is a solution, which is built to handle large data quantities and is critical to the customers' sales planning. With Microsoft Azure we have been able to improve performance in our solution and we can scale efficiently and fast – also in busy periods", Mads Okkels Hansen says, CEO of Effectmakers.

Effectmakers BMS is a trade promotion management solution specifically targeted at the Consumer Packaged Goods industry. The Danish company's software solution makes it possible for customers like Orkla Health, JDE Coffee, Toms, Lavazza, and ReckittBenckiser to plan and control sales and promotions in for example retail across markets and to give them same level of detail for future transactions, which they have on their historical data.

Investments in new hardware was substituted with a cloud solution

Effectmakers was overall satisfied with its own infrastructure, until the company grew. When choosing between investing a large amount of money in more hardware and larger hosting agreements or to change to a cloud based environment it was clear for the management that Microsoft Azure was the way forward. With guidance from Crayon, who is official Microsoft CSP distributor, it took three months to plan and migrate the solution to Microsoft Azure.

"We are now in 100% control, and do not need to worry about eventual breakdowns at the same degree. It is commercially critical, if our solution is inoperative, but now that risk is as low as it can get. Thus, with Microsoft Azure I sleep better at night", Effectmakers' CEO laughs.

Is now able to market themselves on security and compliance

The choice of Microsoft Azure was for Effectmakers not only about getting a more robust platform or to save a large up front investment in a new environment and use effort and time to operate it.

Customer profile

Effectmakers is based in Copenhagen, has 10 employees and is leading within solutions for planning and controlling of sales and promotions across international markets.

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Product

Microsoft Azure

Social media



See how Effectmakers BMS
can help your sales



“We had a need to be able to market ourselves to European companies and show them that we prioritize security, documentation, and compliance. We get that served on a silver platter with Microsoft Azure”, Mads Okkels Hansen says.

Particularly, large international enterprises make severe demands on security, stability, compliance, and documentation. Since Effectmakers BMS is built in a .NET development environment and now also is in the cloud via Microsoft Azure it is a factor, the CEO does not need to worry about anymore.

“It is incredibly important to us that we are supported by Microsoft Azure within for example compliance and stability. We save an incredible lot of time in our sales, since we do not need to put effort into convincing new customers that our platform and infrastructure is on the right level”, Mads Okkels Hansen says.

He also underlines that many of the international customers have high demands, which Effectmakers would not have been able to live up to with their prior infrastructure.

Lower prices give increased competitiveness

For both the Danish and international customers the change to Microsoft Azure has not only provided stability, because with the cloud based environment Effectmakers can also make offers, which can be hard to resist.

“We had just given a large international customer an offer of an Azure based operation, and then they called shortly after from the head office in England. They were certain we had calculated wrong, since their internal price was almost twice the size of their internal expenses. They were not able to understand how it could be so inexpensive”, Mads Okkels Hansen says. The opportunity to deliver this type of calculations has definitely also made Effectmakers more competitive, he underlines.

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Mads Okkels Hansen, CEO, Effectmakers

New environments are put up from day to day

“Today, the operation runs steady. We can scale in no time and we can turn up and down the blaze and optimize our resources, thus we can turn down the system at night. With Microsoft Azure as platform we can also make some large proof of concepts without problems”, Effectmakers’ CEO says.

Effectmakers BMS integrates with all large solutions and has many Microsoft Business Solution customers, who for instance use Microsoft Dynamics ERP. Mads Okkels Hansen often hears from those of his customers, who already are Microsoft customers, that it provides serenity that Effectmakers today is 100% based on Microsoft technology.

“Today we can deliver a best of class platform for our solution without the need to spend a lot of time or money on it. We are in world class and are ready to meet the requirements from international enterprises. And if they want to roll out in 17 countries we can put up an environment from day to day and be ready tomorrow using Microsoft Azure”, Mads Okkels Hansen promises.

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Mads Okkels Hansen, CEO, Effectmakers

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Mads Okkels Hansen, CEO, Effectmakers