

Efecte News



Efecte Goes Europe

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Customer Story: Tamro

Tamro's IT management controls its services with Efecte. "The use of miscellaneous tables, databases, and notes is a thing of the past."



Customer Story: Lappeenranta University of Technology

Lappeenranta University of Technology in Finland uses Efecte's ERP for IT to strengthen its IT operations management.



Efecte Highlight

Efecte has received PinkVerify™ certification from Pink Elephant, a global leader in IT management best practices.

Efecte Goes to Europe

Sakari Pihlava new Director of Channel Partners in Europe

Efecte is going to expand its international operations from the Nordic countries to elsewhere in Europe. The firm will chart the British, Dutch and German markets with the objective of launching operations by the end of this year through its partners.

Efecte has appointed **Sakari Pihlava** as Director, Channel Partners. He will be responsible for charting the European markets and developing the partner network in selected markets.

“Our aim is that, in four years, one third of our net sales will come through our European partners. Sakari Pihlava has strong experience of international business, building growth and creating partner networks”, affirms **Kristian Jaakkola**, CEO of Efecte.

Prior to joining Efecte, Sakari Pihlava worked for Germany’s oldest venture capital firm, TVM Capital. Before that, he was Di-

rector of Product Development at F-Secure.

Clear Objectives and Innovative Products

“I feel especially motivated in participating in the creation of a growth company’s operations. To me it is obvious that Efecte has excellent prospects for succeeding. The firm has clear objectives, innovative products and a realistic vision of its growth opportunities,” Sakari Pihlava affirms.

“I have had the opportunity to follow closely the growth and internationalization of many firms and be a part of F-Secure’s success. At Efecte I can benefit from these experiences, as Efecte is seeking strong growth in international markets over the next few years,” Pihlava continues.



CEO’s Briefing

Efecte is in the midst of new and exciting times. We have just completed a successful landing in all the Nordic countries. Efecte operations are up and running in Sweden, Denmark, and Norway – in addition to Finland.

Efecte is currently the leading Nordic vendor of IT Service Management and IT Asset Management solutions when looking at the Nordic market as a whole. Our next goal is to reach a clear market leading position also in each country individually. In addition, we are starting our operations through carefully selected partners in the Central and Western European markets. The third big concentration area is the launch of Efecte’s new flagship concept – ERP for IT. The great success we have had in the past enables us to reach for these new areas.

The three big objectives (Nordic leadership, European start, and ERP for IT) will be Efecte’s main focus for the next 1-2 years. They will create extremely interesting growth opportunities for people at Efecte, but more importantly they are going to widen and improve Efecte’s offering and services for all our customers and partners. I’d also like to take this opportunity to thank you for your business.

Kristian Jaakkola ●

Sakari Pihlava

- Citizenship: Finnish
- Education: MBA, IMD, Switzerland (2002), M.Sc. (Tech), University of Technology, Finland (1997)
- Family: Wife Minna and three children: Ville (9), Veeti (7), Maiju (2,5)



Customer Story

Lappeenranta University of Technology



LAPPEENRANTA
UNIVERSITY OF TECHNOLOGY

Lappeenranta University of Technology Invests in the Development of IT Operations Management

Efecte brings ITIL best-practice solutions to the academic world

Lappeenranta University of Technology in Finland has chosen Efecte's ERP for IT to strengthen its IT operations management. Efecte's software enables the university to simplify its IT service production. The software contains, for instance, all the information related to hardware procurement and contracts, as well as a knowledge base, which is a solution bank where the service desk can search for answers to once solved problems.

"Increased performance is a continuous IT operations management requirement. With Efecte's flexible system, fragmented operational environments can be integrated into a more easily managed whole. The solution enables us to increase our cost-efficiency in our operations and to serve our personnel better," explains **Jari Taipale**, Service Manager at Lappeenranta University of Technology.

Lappeenranta University of Technology has close to 900 staff members and nearly 5,500 students, all served by the Service Desk. There are approximately 1,800 workstations, with about 500 requests per month, for a total of 6,000 requests a year.

Jari Taipale continues, "The Efecte system guarantees many concrete benefits. It makes it easier to form an overall picture of the current status of our IT infrastructure. For instance, improved monitoring of fault

incidents enables rapid response to recurring problems and allows us to predict the workload in IT operations. Moreover, we are able to manage the hardware renewal needs and software costs centrally."

"We have carried out implementation projects for various educational institutions and are familiar with their needs. The IT-ERP solution for the educational sector was developed for this very reason. It is our job to contribute to solving the challenges, such as budgetary limitations, vast playing field, and complex IT infrastructures, that the educational institutes face daily", describes **Juha Berghäll**, Efecte's Country Manager.

Efecte's ERP for IT -solution offers ready-made ITIL operational models and can therefore be implemented quickly. In addition to Lappeenranta University of Technology in Finland, Efecte has implemented ERP for IT solutions for the Jyväskylä Educational Federation of Municipalities, Savonia Polytechnic, the Tampere University of Technology, and several public administration organizations.

Did you know?
More than 250 companies and other organizations already use Efecte's ERP for IT solution in Finland and the other Nordic countries.

Tamro's IT Management



Controls its Services

Clear ITIL processes increase effectiveness, control, and savings

Tamro Group is the leading pharmaceutical wholesaler in Northern Europe with retail pharmacies in Norway, Lithuania, Latvia, and Estonia. The Group operates in Northern Europe, Poland, and through a minority share in Russia.

In 2006, Tamro wanted to find a future-proof, evolving, and agile solution for managing the software assets and IT management services of its group of companies and for improving the quality of the services provided by IT management.

Complex IT Environment

"Our Finnish IT management unit provides services for units in seven other countries. Limited resources and constantly increasing requirements make it difficult to provide high-quality services consistently. Various solutions have been implemented to curb the increase in the amount of managed hardware, but this often translates to a more complex environment. We needed a software solution for managing our IT assets, licenses, agreements, and processes that enables effective management of routines and provides correct information to support

development and new investments," says IT Manager **Ari Maaninen** from Tamro Finland.

ITIL -Compliant Solution

With Efecte's ITIL -compliant solution, companies can implement ITIL best practice and enhance IT management operations. The ITIL operation models that have developed into international standards guide companies in using best practices in IT management. "The greatest challenge faced by IT managers is to effectively control the service unit that

Efecte CEO **Kristian Jaakkola**.

"The use of miscellaneous tables, databases, and notes in IT management is a thing of the past. Today's IT management needs an ERP solution that provides real-time information for the operations and enables building interdependencies for the objects being managed.

We chose Efecte because it offers a flexible, effective, and comprehensive solution that can be developed over the long term. It easily adapts to changes in IT management

We apply ITIL models in producing IT services and wanted to ensure that the solutions supporting the processes keep abreast of changes without expensive and time-consuming customization.

is most critical to the continuity of business operations. Efecte's solution has been designed to be used as a comprehensive IT management tool and to guide the daily IT management operations in practice. This makes it easier to see the big picture," says

Did you know?
Tamro Group serves daily approx. 70 million consumers in its eight countries of operation.



with Efecte

and the business environment,” Maaninen concludes. Browser-based Efecte software solution enables multi-channel access independent of location. When necessary, Efecte’s ITIL solution can be integrated into the other systems of the client organization.

Tamro Group is the leading pharmaceutical wholesaler in Northern Europe with retail pharmacies in Norway, Lithuania, Latvia and Estonia. The Group operates in Northern Europe, in Poland and through a minority share in Russia. Tamro’s average share of pharmaceutical wholesaling in the Nordic countries is approx. 50%. Tamro is a subsidiary of the pan-European PHOENIX Group. Headquartered in Vantaa, Finland, Tamro employs 4,700 people and produces annual revenues of EUR 5,4 billion.

Efecte Highlight

PinkVerify™ Certification



Efecte has received PinkVerify™ certification from Pink Elephant, a global leader in IT management best practices. The PinkVerify™ process ensures that Efecte’s IT management solution, Efecte v4.0, is ITIL compatible, making Efecte the first Finnish company to meet the demanding criteria.

The thorough assessment process conducted by Pink Elephant showed that Efecte solutions meet the functional criteria for Service Support certification in four core ITIL processes: Incident, Problem, Change, and Configuration Management.

“Our main goal in developing the Efecte IT Service Management solutions has been to improve our customers’ performance with flexible software solutions that are easily adaptable to their processes. The PinkVerify™ certification gives the final confirmation of our ability to provide high-quality ITIL solutions”

says Kristian Jaakkola,
CEO of Efecte Group

“We are pleased to acknowledge Efecte’s commitment to IT best practices with the PinkVerify™ certification,” says **David Ratcliffe**, President of Pink Elephant. “ITIL is becoming an increasingly important framework, from which companies can align their processes and procedures. With the validation of PinkVerify certification, Efecte can offer its customers the assurance that its products have the industry ‘stamp of approval’ for ITIL compatibility.”

“Efecte will continue to help customers improve the efficiency and quality of their IT operations with best-practice compatible tools”, Jaakkola concludes.

Efecte has provided IT Asset and Service Management solutions for over 250 organizations in the Nordics. Along with delivering an ITIL compatible solution, Efecte’s software has also been implemented as an ERP for IT -system in a variety of IT organizations.



Briefly

Efecte and Centennial Software Announce Partnership

Efecte Corp. has signed a partnership agreement with a leading network inventory developer, Centennial Software. As a result, Efecte will include Centennial's inventory technology, Discovery, as a part of its IT operations management offering.

"The objective of business management is to make sure that the technology supporting critical business processes can be managed efficiently. A prerequisite for this is a continuous flow of up-to-date information on the status, costs, and relationships of the IT assets", says **Kristian Jaakkola**, CEO at Efecte.

Centennial Discovery will enable Efecte to offer a centralized solution that tracks all PCs, workstations, network devices, and software assets across the organization. The solution will also make it possible to monitor software use and inventory Windows-based mobile devices. The data collected by Discovery technology will be automatically imported into Efecte's IT management system, allowing effortless reporting.

Bengt Göran Grönlund, regional sales manager for Centennial Software, added: "We are very pleased to be working with a partner that can use our technology to complement their already-substantial knowledge of ITIL and service management solutions."

Kristian Jaakkola, concluded: "Co-operation with Centennial allows us to increasingly focus on the development of Efecte's software solution, ERP for IT, and expand our range of services."



Mandator New Distributor for Efecte in Sweden

A listed IT consulting company, Mandator, has been named the first distributor of Efecte IT Management solutions in Sweden.

"At a time when more and more company IT departments are becoming pure service functions, this agreement represents a breakthrough for the launch of Efecte solutions in Sweden," says **Marko Ruusinen**, Head of Efecte Swedish Operations.

The partnership will be further consolidated through a framework agreement whereby Efecte will be able to employ Mandator as a subcontractor for systems integration solutions and consulting services for its 250 clients in the Nordic countries.

Ruusinen further adds, "Efecte applications deliver user-friendly and flexible, ITIL compliant solutions for optimizing and further developing IT operations. In combination with Mandator's extensive experience of Sarbanes Oxley (SOX) and IT process consulting, we will be a strategic addition to their organization."



Appointments



Sakari Pihlava Director, Channel Partners

Sakari Pihlava has been appointed Director of Channel Partners. He will be responsible for charting the European markets and Efecte's internationalization opportunities.



Marko Ruusinen Country Manager

Marko Ruusinen has been appointed Country Manager for Efecte Sweden. Ruusinen has a strong international IT background with responsibilities in sales and management.

Editorial Staff

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Kumpulantie 3
FI-00520 Helsinki, Finland
Tel. +358 (0)9 2535 0400
Fax +358 (0)9 2535 0480
Info@efecte.com
www.efecte.com

Editor-in-Chief:
Kristian Jaakkola
+358 9 2535 0421

Managing Editor:
Liisa Rauhala
+358 9 2535 0428

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