

User Story



Futech Software: “IT managers have information fatigue”

This time we are talking to Jan van Rouwendal from Futech Software, an organization with its roots in the Middle East. Jan van Rouwendal recently opened the first branch of Futech Software in Europe with a team of five people. He explains about Futech Software’s marketing approach and provides an insight into the organization’s unique product.

Diverse technological developments have led to the use of a large range of software, especially in mainframe environments. This software usually comprises a mixture of applications developed in-house and standard products. IT managers need to have a good overview of the different applications used within their organization, and this can be provided by the Futech Software solution. Futech Software can analyse the software environment, especially on legacy systems, and give the IT manager a comprehensive overview of all the software used by the organization. Once this step has been taken, Futech Software can give advice on modernizing the IT environment so that the applications can also be used in combination with new applications. The solution is also suitable for environments in which several types of legacy system are used, offering a unique solution.

These legacy systems can be found mainly at banks and insurance companies - customers that are popular with many providers, especially in the IT market. “IT managers consequently have information fatigue,” says Jan van Rouwendal. That is why Futech Software has opted for a direct market approach. “IT managers are sent huge volumes of information, much of which does not reach its target. We focus on approaching IT managers personally with information that is relevant to them. We use the Computer Profile database to establish the identity of the IT manager and find out which software is used within his or her organization. We then approach this person directly to explain about our solutions for that specific environment. As we know what we are talking about, we usually manage to strike up a conversation. Knowledge of the financial world and the legacy IT field is essential in such conversations. We present ourselves as a knowledge expert that can offer support in analysing and modernizing legacy software.”

“This direct approach has provided us with many new market insights. For instance, mergers and take-overs have generated greater diversity in the mainframes within an organization than we realized in advance. We have also noticed that IBM users are especially interested in our product. Many of these users were unaware of the possibility to gain insight into the entire software environment via a single application. Of course, this newly acquired information is being applied to our selections.”