

### **Volvo IT reaps the benefits of a “dynamic” database**

Although the name may put you on the wrong foot, Volvo IT operates business-independently and not exclusively for the automotive industry. Volvo IT is a business unit within the Volvo Group. Volvo IT offers internal support to various business areas and units such as Volvo Trucks. Volvo IT has been operating on the external market for operational services for seven years, where its expertise has blossomed into a paying concern.

Inge Van Waes: “In the early nineties, the Volvo Group’s IT infrastructure underwent two large consolidation waves. In that period, the IT infrastructures of the different global internal units were consolidated into a few central data centres in Sweden. This scale-up proved to be very cost-effective for the Volvo Group. The management is now organised centrally, greatly reducing the costs. Seven years ago, we decided to offer this solution to internationally positioned companies, so that they too might profit from the advantages of scaling up. The expenses of hardware, data centre and monitoring and support are shared at the shared environment in Sweden. This strategy has led to substantial savings in costs for both the Volvo Group and for the external clients.”

Volvo IT focuses on internationally positioned companies and puts a lot of energy into marketing and sales so that it can establish contacts with this target group. “We frequently organise seminars for our clients and prospects. We select this latter group with the aid of Computer Profile’s database. In the past, we frequently used databases that later turned out to be out of date. After further inquiry, it would become apparent that the contact had not been working at that company for years. Computer Profile’s database is a “dynamic” database, and is updated every three months. When we invite prospects to a seminar, we know for certain that we have contacted the right person, in our case, the CFO, the CIO or the IT manager.”

“Besides making ourselves visible by organising seminars, we also do cold calling. Using high quality lists, we try to contact interesting companies. We know that we can approach the right person directly and this saves a lot of time and energy. We are able to do even more specific searches thanks to the database training course provided by Computer Profile, and that leads to even better results.”

“We are continually looking for the right channel to position ourselves as a niche player. For example, it’s likely that in the future we will be cooperating in the organisation existing seminars, by providing a speaker. The Volvo Group is associated with quality, thoroughness and safety, three core values that we can guarantee.”