

EUROPEAN UNION GRANTS ADVISOR

Grant Helps Austrian Start-up Implement Sound IT Infrastructure



“Defrotherm is an innovative and dynamic new company and it was essential for these qualities to be reflected in our IT infrastructure. EUGA’s help in directing us towards start-up oriented national and regional funding played an important part in the realisation of this project.”

DI (FH) Barbara Fellner, Assistant Manager, Defrotherm

FAST FACTS >>

Situation

After taking over the brand and inventory of an existing air conditioning enterprise, Austrian start-up Defrotherm identified investment in IT as a key strategy for ensuring the company’s success. As a result, Defrotherm enlisted the help of Microsoft Gold Certified Partner Columbus IT, a global technology consulting and software development specialist. Columbus IT proposed a solution that would improve the operational efficiency at Defrotherm, including the implementation of Microsoft® Dynamics™ NAV. However, like many start-ups, Defrotherm was convinced by the solution but was unsure how it would fund the roll-out.

Solution

Columbus IT recommended Defrotherm work with the European Union Grants Advisor (EUGA) programme to help find and apply for a relevant source of funding – national and regional grants aimed at Austrian start-ups. Following EUGA’s help, Defrotherm applied for a national grant through the Austria Wirtschaftsservice (AWS) and a regional grant through the Styrian Wirtschaftsförderung (SFG). The company submitted applications for the grants in mid May and only two months later had received €4,560 of funding, worth 12 per cent of its total project cost. With an improved IT infrastructure in place, Defrotherm has been able to streamline and automate its business processes. The company is already experiencing increased employability as a result and expects the technology to support its profile as an innovative, expanding company.

Benefits

- The grant of €4,560 covered 12 per cent of Defrotherm’s total project costs
- Increased operational efficiency through the streamlining of business processes
- Access to flexible, analytical tools to support strategic decision making
- Partner and customer relationship management applications have enhanced quality of service

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