

# EUROPEAN UNION GRANTS ADVISOR Swedish Software Developer Internationalises Product with Grant

Microsoft®



“This project gives us the opportunity to enter a number of different markets and revenue streams. There’s no doubt this funding has played a huge part in helping us expand our business.”

**Jan-Eric Ramberg**, Chairman of the Board, Easit

## FAST FACTS >>

### Situation

Developers at Sweden-based software company Easit designed the Easit Manager Suite for organisations in the support and customer service industries. Employees in these sectors use Easit’s Web server-based tools—built on technologies including Windows Server® and Microsoft® SQL Server™—to manage their time, inventories, projects, and customer relationships. The option to use the product over the Internet, hosted in the Easit data centre, or over a corporate network also contributed to its popularity. Managers at the company realised they could build on this success by localising the project and offering it in a variety of languages.

### Solution

In 2006, consultants at the European Union Grants Advisor (EUGA) informed Easit managers of a grant that could support the localisation project. When they applied for the Small to Medium-Sized Enterprise (SME) Product Development grant in the first quarter of 2007, managers were surprised at the quick response they received. After only three weeks, advisors at the Swedish Agency for Economic and Regional Growth had recognised the merits of the project with an award of €42,841 (U.S.\$58,015).

### Benefits

- Coverage of 50 per cent of total project costs.
- Product now available in Danish with plans for further languages.
- Company opens new markets.
- Fast grant-application process speeds time to market.

>> For more information: [www.microsoft.com/emea/euga](http://www.microsoft.com/emea/euga)