

European Union Grants Advisor Eworx (Austria)



Austrian ISV receives funds for research and development project in objective two region

"The local consultants were very good. I was able to take care of the rest of my business while they took care of all of the application process. They investigated the most appropriate grant to apply for and worked very hard to make sure we were awarded the funds...Microsoft and its consortium partners had the hands-on experience and business knowledge we needed to facilitate this application."

Martin Öller, CEO, Eworx

Situation

Independent Software Vendor (ISV) and Microsoft partner, Eworx, is located in an area identified by the EU as an objective two area. It is a very small enterprise of 13 employees. It wanted to expand its business and offer new software solutions to local SMEs—and help its region make the transition to a thriving knowledge-based economy.

Solution

Working in partnership with Microsoft, Eworx designed new infrastructure that co-ordinated its mailing processes giving it greater control over the business. Its new e-mail system included full campaign management, lead management and a broad range of measurement statistics. The newly developed e-mail marketing solution was designed so that it could be integrated with existing Eworx products to complete the service range. It successfully applied for government funding to the value of €57,000 (\$U.S 72,695), covering 15 per cent of the total cost of the project. Using the new e-mail marketing solution, Eworx was able to target new consumers and offer a larger product range to its users. This project allowed Eworx to grow its business and extend its services to other businesses in its area.

Benefits

- Research and development of ICT facilitates jobs, productivity and innovation in Austria.
- Local ISV grows its business and secures 13 jobs in an area with high unemployment rate and structural problems.
- Local SMEs can integrate e-mail marketing solution with other Eworx solutions to improve business functionality.

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