

# Sparring, solution and delivery - every time



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Tina Dannevang, Project Manager



Jysk Fynske Medier is a media group which came into being in 2015 as a merger between Jyske Medier, Fynske Medier and Syddanske Medier. In January 2016, Midtjyske Medier became a part of the group which is now Denmark's second largest media house with 13 daily papers, 64 weekly papers, 5 radio stations and a number of news sites.

Throughout these mergers, SuperOffice has been the continuous CRM system which has ensured an overview of customer relations and sales efforts.

### Simple and manageable

The cooperation with Concare IT was initiated in 2013 when the then media house Syddanske Medier wanted to introduce a CRM system that could provide a general view of customers and customer relations. The choice fell on SuperOffice which was considered the simplest and most manageable system to work with.

- Of course, the decision was also affected by the fact that the staff of Concare IT gave a professional and carefully prepared presentation of SuperOffice with focus on both sales and business development. That was just what we needed. We felt confident both about the system and about the team behind it, says Tina Dannevang, Project Manager, who has in collaboration with Concare IT been responsible for the implementation of SuperOffice in the growing media house through three mergers.

### External colleagues

- We have had a very constructive collaboration with Concare IT throughout all the mergers. This is due, not least, to the fact that we have collaborated with the same team every time. We have become so close with the consultants of Concare IT that at present we feel they are our external colleagues. They are very solution oriented and are available to us 24/7, says Tina Dannevang.

In connection with the most recent merger that was carried out in January 2016, Concare IT assisted with introducing a brand new SuperOffice system in record time, which is to say in less than six months. Today, SuperOffice is correlated with the group's financial management systems and ensures that all customer and sales data are integrated and secures a general view of customer relations irrespective of the integrated system from which data is retrieved. At present, 500 employees use SuperOffice.

- Concare IT has always had a solution for us when we needed it. They are honest and never oversell. The consultants in the permanent team are indeed our team mates and we can always contact them when we need them. We make a good team with them and they have been good at collaborating with our other suppliers, when we were to find joint solutions for the integration of the various IT systems within the organisation, says Tina Dannevang.



The solution from Concare IT has gathered and integrated all existing IT systems into one - the SuperOffice CRM system - at Jysk Fynske Medier.