

# Nine ambitious enterprises

The Benelux region has a wealth of dynamic technology companies. Covering a wide range of industries, each has taken an individual approach to achieve its vision. To give you an impression of the sector, we present profiles of nine selected Fast50 candidates. Different as they are, what they have in common is innovation, ambition and a high level of entrepreneurship.



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**ADAM Software**  
[www.adamssoftware.net](http://www.adamssoftware.net)



A global vendor of media workflow and marketing technology software with 30 employees, ADAM Software offers enterprises the ability to manage, structure and deliver media between people, processes and systems.

Because of the increasing number of different brands to be managed, and the growing number of channels to convey the message, the complexity of the marketing process is rising exponentially. Also, product managers have to manage more and more products in an increasing number of countries. Our mission is to help our customers organise their media and distribute assets quickly and securely.

We envision breaking down the silos between content archiving systems (DAM), workflow software (BPMS), campaign management platforms (MRM), product management systems (PIMS) and the many publishing tools (Web2Print, Packaging, etc.). This will lead to a fully integrated end-to-end marketing execution platform. Our aspiration is to claim leadership as a global provider in marketing technology software in the next three years.

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**ARGON Measuring Solutions**  
[www.argon-ms.be](http://www.argon-ms.be)



Founded in 2004, ARGON employs 19 enthusiastic professionals, and is the Benelux market leader in its field. The firm offers 3D measurement services to industry, focusing on dimensional quality control, geometric verification of processes and reverse engineering. ARGON serves a range of industries, allowing our engineers to build up sector-specific knowledge. The main industries include automotive, rail, aviation, power generation, pipelines and steel. To deliver top quality, ARGON continuously invests in the best equipment, people and training.

In industry there is a fundamental need for dimensional quality control. Previously, companies had to invest in expensive equipment and build up measurement expertise in house. ARGON now gives them access to a wide spectrum of techniques and expertise that can be deployed on a project basis.

Our aspiration is to become a strategic dimensional quality control partner for businesses facing measurement challenges, and to succeed in bringing clients to a higher level.

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### Babelway

[www.babelway.com](http://www.babelway.com)



Babelway was founded with the goal of simplifying the automation of data exchange between business partners. Existing solutions were unsatisfactory: they didn't offer both rapid implementation and total control. We understand that customers want an affordable and totally reliable system that is easy to obtain and maintain. It must be quickly deployable, whatever the particular requirements. And the customer must have full and sole control.

Babelway created a solution for companies to automate data and document business partner exchanges, such as electronic invoices, purchase orders and delivery notes. We built the first solution fully based on the software-as-a-service model where users can build and control B2B flows end-to-end.

Starting entrepreneurs should join a club of think-alike members. It will boost their creativity and ambition. Avoid all bankers, coaches, consultants and academics if they don't have a convincing entrepreneurial track record. They speak well but they don't know what they are talking about.

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### CCV

[www.ccv.eu](http://www.ccv.eu)



CCV's core business centres on electronic payment traffic within Europe. With 55 employees, we are based in the Netherlands and have branches in Belgium, Germany and Switzerland.

Among the largest payment terminal providers on the continent, we also specialise in processing transactions, online authorisation of payment and loyalty card transactions, and the development and management of loyalty and customer card systems.

Using state-of-the-art technology we provide both standard products and custom solutions.

Our mission is to be the leading electronic transaction processing service provider in Europe. To achieve this we operate as a unified, customer-driven company with an international presence to fully serve and support our clients. We will continue to innovate, creating new products and services to retain our position as a knowledge leader and trendsetter. We will work with our business partners to expand our current product portfolio. And we will maintain profitability as an independent organisation to ensure our continued success and growth.

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### Combell Group

[www.combell.com](http://www.combell.com)



Active since 1999 on the Internet, Combell has 50 employees. The firm has become one of the leading hosting companies in the Benelux, not only in terms of customer numbers, but also as far as services are concerned.

Combell offers high-end IT outsourcing solutions for websites and applications with unique service level agreements. Offerings range from domain names to web hosting and servers, including all sorts of additional services, such as exchange hosting, online backup and SharePoint. We are hosting architects and specialists, providing a combination of standardised and tailor-made solutions for SMEs to multinationals. We offer solutions based on the needs of customers, with local support in their own languages.

The Internet is becoming more and more like a commodity, similar to water and electricity. Over the next months and years, cloud computing and virtualisation will become increasingly important for many companies. Although they are proposed as a self-service tool, we are convinced that a managed cloud is the way to go.



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**Inventive Designers**  
[www.inventivedesigners.com](http://www.inventivedesigners.com)



Inventive Designers, with 30 employees, is a global provider of award-winning and innovative document solutions. Scriptura enables users to create personalised, intelligent documents across multiple channels. IntelliStamp protects documents with a hybrid signature that guarantees authenticity on both paper and digital documents.

Managing communication within an organisation is daunting. Every department has specific requirements for document communication, making it very difficult to keep corporate branding consistent. Our solutions aim at managing and controlling the entire document lifecycle, from output design and production to security and distribution.

Starting entrepreneurs should first of all listen to their customers. Customer intimacy is what prevents you from building technology nobody is waiting for. Secondly, don't hesitate to invest in whatever your gut feeling tells you, even if it entails a small risk. Finally, creativity is not enough. You need a vision and a strategy to turn creativity into innovation.

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**Proximedia**  
[www.proximiadiagroup.com](http://www.proximiadiagroup.com)



With 390 employees, Proximedia is Belgium's leading interactive communication group. It is also present in the Dutch and French markets. It generated operating income of over €44 million in 2009, up 32% on its 2008 figures.

Founded in 1998, Proximedia and its six branches offer all essential computer and Internet services for independents, SMEs and large companies. Services include the creation, updating and hosting of websites; offline and online marketing services; the development and broadcasting of professional videos on the Internet; and the creation of video mail and development of web TV. Proximedia also offers Internet services such as connectivity, domain name control, secured e-mail addresses, data protection, ADSL/SDL connection, and server hosting, as well as and rental and maintenance of computer material.

Starting entrepreneurs should act with a hunger to do something creative, amazing and that will make a difference. Needless to say, a professional web presence will help.



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### TelelinQ

[www.telelinq.com](http://www.telelinq.com)



Founded in 1998, TelelinQ and its subsidiaries employ 400 people in total. The subsidiaries are technologically progressive enterprises with their own target groups, and therefore complement each other perfectly.

NeXTel is the main distributor for Alcatel Lucent and NEC telephone exchanges in Belgium and the Netherlands. Newtel is the main distributor for Aastra exchanges and is specialised in networking for companies with several locations. Securipoint distributes Bosch security systems and specialises in fire detection, access control, burglary detection and camera surveillance. SieCom is the exclusive distributor for Siemens telephone exchanges for the SME market in Flanders.

Our aspiration is to reinforce our market leadership position as a telecom specialist, providing added value to the businesses of our clients and thereby strengthening our long-time customer relationships. We aim to develop and implement innovative telecom solutions that bring more efficiency to our customer's business environments.

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### UnifiedPost

[www.unifiedpost.com](http://www.unifiedpost.com)



With 62 employees, UnifiedPost specialises in the optimisation of invoice flows and other administrative documents. Via its communication platform the company offers solutions to receive, process, send and archive different document types, both electronic and physical.

In our outsourced approach, we help businesses improve operational efficiency by supporting administrative processes linked to sending and receiving invoices, salary slips, contracts, timesheets, etc. Our platform supports multi-channel communication flows where paper and advanced electronic solutions co-exist. We stay on top of legal and technical evolutions in the fast-paced market of document outsourcing.

Document outsourcing is accepted by businesses with high document volumes. To achieve fully optimised communication flows it is critical to get SMEs on board. UnifiedPost now markets standardised, cost-efficient solutions specifically for these segments. To further reach these businesses, UnifiedPost is currently setting up an international partner network.