

Date: 30.06.2010
Subject: Bedat & CO gets organized to cope with its rapid growth.
2'425 characters (including spaces)
Length: Emmanuel Orillard
Contacts: +41 78 655 67 77
Telephone: emmanuel.orillard@solvaxis.com
E-mail:

SolvAxis SA
ZI de la Suze
CH-2605 Sonceboz

Tel. +41 32 488 38 38
Fax +41 32 488 38 40

info@solvaxis.com
www.solvaxis.com

Bedat & CO gets organized to cope with its rapid growth.

Confronted with the high development rate of its activities, the prestigious Swiss watchmaking firm, Bedat & CO, became the first customer to opt for SolvaRent, the ProConcept ERP rental solution. This decision allowed the Geneva based manufacturer to take advantage of a high performance management solution, all while maintaining its investment capacity.

In February 2009, Bedat & CO announced its affiliation with a Malaysian based brand management company, Luxury Concepts Watches Jewellery Sdn Bhd. This alliance allowed the Geneva company to successfully target many fine watchmaking aficionados.

A few months later the Geneva based manufacturer reached their objectives; its dynamism and prosperous business climate were such that it need a management tool suited to high growth rates and its activities. Several weeks after the launch of SolvaRent, Bedat & CO opted to go for the rental concept thought up by SolvAxis, as Frank Low, CEO of Luxury Concepts confirmed: "the SolvaRent offer was a natural choice for us. It let us acquire an all inclusive IT service, including software, service provision fo the implementation, as well as the costs linked to its scalability. Our group has often used this sort of solutions, which is very widespread in Asia. They allow us to keep our investment capacity for the development of our activities."

Bedat & Co links its rapidly growing activities to a tool that is a perfect match to its needs, guaranteeing the simplified management, flexibility and scalability of its ERP. On one side the payment of a fixed monthly amount per user ensures the mastery of costs for all its activities. And on the other, a package that also includes the updates required to keep applications at the cutting edge of technology and in step with legal requirements.

Pierre-Alain Schnegg, CEO of SolvAxis concludes that "Even though this type of business model is not yet widespread in Switzerland, it represents an interesting alternative for companies that wish to spread out the cost of purchasing an ERP. With SolvaRent, we have a complete management solution that adapts perfectly to the financial constraints of Swiss midmarket companies".

About SolvAxis Holding SA, Sonceboz (Bern – Bernese Jura region)

SolvAxis the creator of ProConcept ERP, also offers consulting and integration services for ERP based matters. Profiting from over 20 years of experience, SolvAxis relies on a highly qualified team of consultants and has successfully installed over 1000 sites.

SolvAxis employs 125 people at the headquarters in Sonceboz (BE) and in customer oriented offices in Baden (AG), Gland (VD), St. Gall (SG), Annecy (France) and Shanghai (China).

For further information please visit www.solvaxis.com

Contacts

Pierre-Alain Schnegg, CEO
SolvAxis, Tel.: +41 78 655 67 00, pierre-alain.schnegg@solvaxis.com

Emmanuel Orillard, COO
SolvAxis, Tel. : +41 78 655 67 77, emmanuel.orillard@solvaxis.com

Claude-Olivier Rochat
Rochat & Partners, Tel.: +41 22 786 54 55

