

Bluegarden

Improving customer service while reducing cost



Bent Jensen,
executive vice president
Bluegarden A/S, Denmark:

"IntraData had the technology we needed, and they worked beyond our expectations to further develop a solution that has improved our service offerings to our customers."

Anette Bach,
project manager
Bluegarden A/S, Denmark:

"We feel safe when working with IntraData. They are very professional and competent, and we find that our requests are handled to our full satisfaction. We would recommend them anytime."

Bluegarden is a leading service provider in the field of payroll management and HR services. Every month more than 2.3 million Scandinavians receive their paychecks through solutions provided by Bluegarden. Bluegarden is able to provide tools and concepts for automated HR processes, covering all aspects of a company's HR needs.

The scenario

In 2001, Bluegarden was looking for a solution enabling the company to reduce the amount of paper output from payroll systems delivered to customers in the LE (Large Enterprises) segment. Bluegarden was contacted by IntraData, who had previously developed a solution which, to a large extent, matched Bluegarden's requirements. During the next months Bluegarden and IntraData worked closely together in order to develop a solution perfectly suited to meet the needs of Bluegarden's customers.

The first solution: Loenview

IntraData offered a highly specialized solution, called Loenview, giving Bluegarden's customers the ability to receive their payroll output electronically and store it on their own server. The solution soon proved to be highly appreciated by Bluegarden's customers, who were no longer presented with huge amounts of paper output.

Management summary

customer: Bluegarden A/S, Denmark

industry: HR/Payroll Services

challenge: to improve customer service offerings in an increasing competitive environment and meet concrete customer requirements

solution: a specialized technology enabling customers to capture their payroll output electronically and storing it securely and easily accessible

benefits:

- improved competitive edge - highly comfortable solution where customer information is made available to customers through a simple mouse click
- the solution is fast and secure and is highly appreciated by customers
- easy to use - fully intuitive user interface further accelerating the success of the services
- the solution is very stable and requires only little maintenance: significant cost savings for Bluegarden



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The next challenge: the SMB

By 2004, the Loenview solution was used by a large share of Bluegarden's customers in the LE segment. Bluegarden now had the ambition of spreading the Loenview solution to customers in the SMB (small medium business) segment, and a new business case was formulated.

In addition to the Loenview solution, Bluegarden now wanted to offer customers not only electronic output, but also the possibility of archiving their payroll documents safely and securely by Bluegarden; i.e. Bluegarden decided to provide the SMB segment with an ASP solution in order to ease the customers' administrative procedures.

The next solution: E-arkiv

Once again, the cooperation between Bluegarden and IntraData turned out to be effective and solution-oriented, and the product, 'E-arkiv' was developed. E-arkiv is accessible from the internet and does not require any software installation on the customer's server. E-arkiv includes an archiving system giving customers the opportunity to save their payroll documents under safe and easy accessible conditions.

E-arkiv was launched in December 2006. By spring 2008 it is being used by +25,000 customers in the SMB segment. For this group of customers, it is essential that they can handle their payroll tasks securely and easily, and E-arkiv is the solution to this challenge. With E-arkiv, Bluegarden's customers are able to access their documents whenever they want without worrying about safety issues.

The results

Loenview and E-arkiv are very popular among Bluegarden's customers, and Bluegarden expects to attract even more customers in the next years.

Bluegarden appreciates the low maintenance level of both Loenview and E-arkiv which means that the daily routines around the products can be kept to a minimum. This also means that the solutions are very cost-effective.

Experiences with IntraData

IntraData has been a reliable partner who keeps promises and has worked closely with Bluegarden in order to achieve a solution fully tailored to meet Bluegarden needs. Bluegarden has experienced IntraData as a very flexible and professional partner, always ready to handle new tasks in compliance with the issues and purposes set up for the process.

Bluegarden wants to be able to meet the needs of their customers in the future and is therefore always developing new solutions. Bluegarden acknowledges the possibility of extending the E-arkiv solution with even more functionality, and depending on customer requirements, Bluegarden will look into the possibilities in the future. Bluegarden is certain that the cooperation with IntraData will continue concurrently with the emerging of new business opportunities.

IntraData; carefree Document Management

IntraData is a subsidiary of the Solipsis group and since 1996, IntraData has brought the IntraOffice document management system on the market. It is the first complete solution for digital archive management that supports bulk computer output.

If you would like to hear more about us and how our services could benefit you, then please visit us at www.intradata.nl, or feel free to get in touch personally for further information. We would be pleased to inform you. *IntraData; carefree Document Management.*

