

PRESS RELEASE

Ixonos maintained its sales with Bonito

14.5.2007

Ixonos takes care of information systems for their whole life cycle. The Ixonos (formerly Tieto-X Plc) services range from expert work and consultation to software project deliveries and software maintenance services with comprehensive responsibility. The Systems Services Unit used the Bonito Sales Maintenance™ service to develop its sales operations. After the Sales Maintenance, a Contacting Camp was organized. The Camp prepared the Ixonos sales and service team to achieve excellent results on reaching out to new and existing clients and book meetings with them.

"To get external support in sales development made my job easier and we could compare our performance to many other companies", says the leader of the sales team in Ixonos Systems Services, Timo Aittoniemi. "The story of Ixonos is really good and its relationships with the clients are long and intimate. In the Sales Maintenance, we encouraged the whole team to further leverage the Ixonos strengths and to approach customers with confidence and drive", says senior partner of Bonito, Kimmo Neihum. "At Ixonos, we have always believed in regular contacting of our clients, as an important part of the service and to ensure client satisfaction. What we wanted to see is active contacting as part of everyday sales work, and this exercise was a considerable step towards that goal", says head of Systems Services unit at Ixonos, Asko Vainionpää.

Bonito promotes sales culture in partnership with you. Sales Maintenance™ is a Bonito service for the maintenance of sales, marketing and customer care. More than 40 maintenances have been done in several countries, and over 300 professionals have participated in them. The service is used by dozens of leading companies, including Canon, Nordea, Eaton Power Quality, Efecte, and Ezpa.

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