

# Efecte News



## Success Story **Terveystalo Group**

Terveystalo's agreement management is now centralized and automatic.



## Highlight **New Efectiens**

CEO Ari Rikkilä and VP Michael Fischer have strong competencies in the background.



## IT as a Problem-Oriented Unit?

IT department is mainly seen as a cost item when it should be seen as a service provider.



## Success Story **Tampereen Tietotekniikkakeskus**

"With Efecte, we can collect all the information under a single product, and this was also a key factor in our choice."

## Efecte Employee Introduction

# Claus Nielsen, System Consultant Claus likes getting his hands dirty at home and at work!



Claus has been working as a system consultant at Efecte since December 2007. He joined us from Eva Denmark A/S, a company which designs and manufactures kitchen utensils, where he worked as an IT administrator. Before that, Claus worked for another design company and the service provider Fujitsu, which specialises in outsourcing and electronic case and document management (ESDH) systems. Claus studied office administration, majoring in IT, at Niels Brock (Copenhagen Business College) and holds various Microsoft MCP certifications.

Claus heard about the position at Efecte through a former colleague: "From an IT perspective, the product sounded interesting and innovative, and coming as I was from a more "introverted" job, the idea of working closely with customers from all over Denmark was certainly appealing."

And it is this opportunity to meet the different customers and business partners, and deal with the unique and exacting demands they place on Efecte's solution that really motivates Claus: "No two projects are ever alike and every day brings new challenges. Working with customers and colleagues at the office in Copenhagen on the development and implementation of the various projects is interesting. The good working environment and friendly colleagues are some of the things I value most."

Working at Efecte has allowed Claus to achieve a healthy balance between his work and personal life. Claus enjoys spending his leisure time with friends and family, and also likes to keep in shape by running and spinning. He has more than a passing interest in cars, and he and his girlfriend have recently bought a house which is in need of a fair bit of TLC: "Becoming a house owner has turned out to be more time-consuming than I had first thought and I have had to find the inner DIY man in me. Fortunately, I am enjoying doing up the house myself and I like getting my hands dirty, both professionally and privately – I feel privileged to be working with something that holds such interest on a personal level, too."

"The good working environment and friendly colleagues are some of the things I value most."



## CEO's Briefing

Ever heard of the Endurance Saloon? Neither had I until some six years ago, when I took up this great hobby.

In this motorsport racing contest, a team, usually comprising four to six drivers, competes against other teams during a six-hour or even a 24-hour race. In the end, the winning team is the one able to complete the most laps.

What does it take to complete an endurance race? The most important thing is your team. A team needs members with the right attitude, motivation, skills and focus. With a team like this, you have a real chance of success.

This is something that I have noticed at Efecte; our most important asset has always been people and teamwork. Our team players have the motivation to innovate, develop and deliver solutions that really help our customers and partners to enhance their IT operations. In addition, our highly skilled professionals are eager to learn and utilise new information for the benefit of the team, customers and partners.

I will put my energy and focus into gathering together the wonderful things we have done so far and blending them with the fresh ideas and innovative initiatives I will bring with me. Our team at Efecte will continue to develop IT solutions in close cooperation with our customers' or partners' teams. Together, we can create a winning combination that will drive organizations' IT towards even greater success.

# From Technology Department to Service Provider: get started today!

Many IT departments feel threatened. Outsourcing is becoming more common and IT is mainly seen as a cost item. Information technology is also perceived more as a problem-oriented unit, one that only resolves short-term problems, operating under a small budget and unable to generate value in the long term.



What causes this problem-oriented thinking between IT and business operations? How easy is it to move from cost-item thinking to communicating the value generated by IT? Are the IT goals and your organization's goals in line with one another? Is the budget designed to allow for these goals? What would you give up, if you had to?

## Take control

Our 10 years of experience shows that it is useful to begin by assuming control of issues within IT. The following questions must then be answered: What is done in our IT department and what value does it generate? Who is our customer? Do you know

what services can, and should, be produced and are we able to price out our IT services? If your unit is highly focused on cost-item thinking, begin taking control of the issue now - before it is too late.

## Learn how to sell

In practice, proving the value of IT is an act of active salesmanship. In order to deliver the message, there has to be confidence between the seller and the customer. The needs of the IT customer, business operations, are to be assessed, so that we are able to communicate with the customer effectively. Our experience reveals that the reason for poor communication is a lack of open communication arising from mistrust. Focusing on problems prevents confidence from being established. How can we discuss development, if the associated parties in business operations only see problems? For this reason, taking control of the internal issues within IT has to take place quickly and smoothly, so that we can focus on the essential and comprehensible issues for the business.

## Ask and question

IT has a view of different types of sediments that have accumulated in the organization as a result of development projects, mergers and changes that have been supported by acquiring technology. Regrettably often, a change is underway, even though the previous development project systems have only recently been made somewhat functional. By understanding the connections between these sediments and the organization's current processes, IT is able to pose intelligent questions and provide correct answers. Do we need five different CRM systems? Does our HR system require support 24/7? Do we recognize that opening a new location will tie up 75 % of the IT personnel.

## Build right

At Efecte, our experiences in developing information technology together with our customers have helped us develop comprehensive software solutions which can be used by IT to quickly take control of the current information technology environment.

Read more on our website, at [www.efecte.com](http://www.efecte.com) – Products

“The reason for poor communication is the lack of open communication arising from mistrust.”

## Customer Story: Terveystalo Group



# TERVEYSTALO GAINED CONTROL over their agreement management

Terveystalo's solution of choice was Efecte® Agreements. The solution makes Terveystalo's agreement management centralized and automatic.

Terveystalo Group is Finland's leading health services company, offering comprehensive healthcare, occupational healthcare, and hospital services to private individuals, companies, insurance companies and the public sector. The company has over 100 offices across Finland and a staff of approximately 2,500 people supplemented by over 2,000 private entrepreneurs. Throughout its history, Terveystalo has grown profitably through acquisitions. The acquisitions created a need to manage all agreements in the Group with a centralized application.

### Transparency over IT Agreements

Terveystalo looked for a centralized solution for managing agreements group-wide. Previously, the agreements were stored in an archiving system, and there was no satisfactory solution for managing agreements or their terms and conditions. Limits on accessibility and reporting were particularly problematic. "The archiving database we used had serious usability shortcomings on reporting and agreement management. Searching

and managing agreements was very time-consuming. Moreover, large batch jobs had to be done completely manually, which left too much room for error. I quickly realized that we had to replace the system as soon as possible," says **Karri Wirén**, Administration Manager at Terveystalo.

Monitoring financially significant agreements is an important part of Terveystalo's agreement management. "Now we can generate information that is easy to analyze. We can also monitor the agreements and agreement types at the unit level. This way we can ensure that the group-wide guidelines on agreements are adhered to in practice," continues Wirén.

### The Right Solution to Real Needs

In spring 2009, Terveystalo set out to look for an agreement management application. The company also used an external consultant with experience in various agreement management applications and vendors. "Of all the solutions we investigated, Efecte was the best - we got exactly what we were

looking for. Solutions from other vendors were too heavy for our needs, and the costs would have been high too. We got an application that did not have to be built from scratch - yet it was flexible enough to be adaptable exactly to our needs. The project was carried out in a very fast schedule which we at first regarded a bit optimistic - but Efecte delivered even faster and exceeded our expectations," describes Wirén.

"The purchase decision was made easier by the fact that Efecte is a domestic company operating near us, and communication was easy and rapid right from the start. Moreover, the solution we purchased now can be smoothly integrated to Efecte's other solutions in the future. Efecte's price-quality ratio was excellent," says Karri Wirén.

### Automation Brings Significant Time Savings

Efecte Agreements, Terveystalo's solution of choice, provides automatic notifications on agreement termination dates and helps to

# Terveystalo



manage agreement-related costs and risks.

Karri Wirén is very happy with the savings in working time: "It used to take 5 minutes to retrieve a particular piece of information in an agreement. The current search functions can do the same search in 15 seconds, and that's counting from the application launch."

"The various user licenses enable us to configure permissions that support each user's role in the organization," comments Wirén on the user management. Visual Analyzer, a visual tool supplied together with the platform, enables the agreements to be viewed graphically as well. "Efecte's solution contains features that help also other people than just lawyers to understand the contractual relationships between various parties," describes Wirén. "The creation of new agreements can be viewed for example by cost center, unit, and area. Thanks to this, any deviations in the amount of the agreements or their financial value can be easily managed," continues Wirén.



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Briefly



## Something old + something new = Efecte® Agreements

Efecte has been developing its project-based Efecte Contract solution. As a result, we can now offer our customers a ready-made add-on solution with standardized delivery model: Efecte Agreements. Using this solution our customers are able to take control of all IT agreements and contractual information, from license and leasing contracts to service level agreements. Together with other Efecte solutions, Efecte Agreements helps you understand how IT services and assets are related to different agreements, for example agreed vendor service levels.

With Efecte® Agreements, all of your agreements are electronically saved in one, central location. The contractual information you need is easily accessible anytime, anywhere and no longer hidden behind one person or in the archives. The solution provides you a web-based access to any contractual information required, controllably through pre-set user profiles. In addition, if necessary the system will automatically alert you to ensure that you have time to react when agreements are expiring.

"We can now offer this solution with a standardised delivery model. This allows our customers to start using the solution within a week and produces immediate results. Efecte Agreements is an add-on solution: together with other Efecte solutions, our customers can see how agreements are related to their assets, services, cost centres and more. An important benefit is that all IT agreements are safely stored in one central system. You can thereby genuinely save time and money, when your agreements no longer expire accidentally, or, even worse, are unintentionally renewed." Henri Jääskeläinen, Product Manager, Efecte Corp.

# Efecte welcomes CEO Ari Rikkilä and VP Michael Fischer

Efecte welcomes Ari Rikkilä (M.Sc.) as the new CEO of Efecte Corporation with effect from April 1, 2010.

Ari is responsible for the whole of Efecte Group, including our subsidiaries in Sweden, Denmark and Norway. Efecte would also like to extend a warm welcome to a newcomer in Denmark: Michael Fischer (M.Sc.) was appointed VP, Sales & Marketing of Efecte Corporation, with effect from May 1, 2010. Michael brings a new focus to building our international business.

## Strong Competencies in the Background

Ari is joining Efecte from his current position as CA's Country Manager for Finland, Estonia, Latvia and Lithuania, having served CA for more than three years in sales management roles. Prior to CA, he worked in sales and sales management positions at Cisco. "Ari has been extremely successful in his earlier roles. At Efecte, he will contribute his international business know-how, as well as strong competencies and an extensive network of contacts in the IT Service Management industry," comments Hannu Vaajoensuu, Chairman of Efecte's Board of Directors.

Michael is bringing almost 15 years of IT industry expertise and a wealth of knowledge to Efecte. For the last 10 years he has been working in sales management positions at CA. There, he has been instrumental in building the sales operations of both Northern Europe and Denmark.

## A Good Foundation

Kristian Jaakkola, who has managed and built Efecte almost from the outset, will leave the firm in the summer of 2010. "On behalf of the Board I would like to thank Kristian for his huge contribution to Efecte over the course of the last decade. Kristian's professionalism, commitment to the company and passion for ongoing operational development have played a key role in the transformation of Efecte from a start-up comprising a few individuals into a renowned, international software house. We respect Kristian's decision to leave in search of new opportunities following his formidable efforts on our behalf, and wish him every success in his new endeavours," adds Mr Vaajoensuu.



"I am delighted to be joining Efecte and look forward to contributing to the company's continued success. I trust that my experience will benefit the company, which already has an innovative product offering, an excellent vision of its growth opportunities and a wide base of satisfied customers in the Nordic region," Michael states.



## Customer story: TIO

# Tampereen Tietotekniikkakeskus Invests in IT Service Quality

**“The project went really smoothly, and all targets were met. It’s great to work with a great product!”**

TIO provides information technology services for e.g. Tampere Group, Pirkanmaa Hospital District and other municipal organizations in Pirkanmaa region. With the delivered Efecte’s software solution, the IT services TIO produces for its customers and the related processes were modeled and centralized in one system. Efecte delivered a solution set that is used to manage applications, service requests and changes. The system is used by all 150 employees of the organization.

The project was a part of a larger QTIO (Quality of TIO) project aiming to acquire a certified ISO/IEC 20000 quality system and improve service quality. For QTIO project, TIO’s earlier experiences with Efecte contributed to the partner choice. “Our users have had very positive experiences with Efecte. With Efecte, we can collect all the information under a single product, and this was also a key factor in our choice. Having already deployed Efecte’s CMDB solution,



we were able to import process results to the same tool easily, which significantly enhanced our operational efficiency,” says **Marko Pietilä**, Project Manager at Tampereen Tietotekniikkakeskus.

## Simpler Reporting and Customer Communications

To process service requests, TIO needed a flexible system that would make request resourcing easy. “Developing our previous Service Desk product further would have required a significant investment from us, so we found that it is more profitable to switch to Efecte’s system. Future development would be significantly more flexible with Efecte Service Desk”, says Marko Pietilä.

Simpler reporting was another item on TIO’s wish list. “Previously, reporting was performed once a month with a reporting tool that generated the report to a network drive. Today, we receive the required reports directly from Efecte’s user interface, and the reports are based on real time information”, illustrates Pietilä.

Incoming service requests are processed by Service Desk solution that links the requests automatically to the services defined

in Efecte Service Catalog. This enables clear communications to the end users. The seamless solution helps to follow support requests and monitor the number of requests originating outside predefined services. The response time targets set for each service enable compliance with service levels and efficient cost control.

“We most likely would not have adopted a service catalog, had it not been available as a packaged solution and a ready product. Should we have had to model the services ourselves, the results would not have been too good with the knowledge we had back then. Efecte Service Catalog forced us to carefully plan the future process for categorizing service requests,” clarifies Pietilä.

## A Successful IT Project Is Not a Myth

People at TIO are also satisfied with the way project delivery proceeded. “The project went really smoothly, and all targets were met. It’s great to work with a great product!” says **Rami Nurmi**, Unit Manager at TIO. Budget was monitored on a weekly basis during the duration of the whole project by both the customer and the vendor, keeping the total cost of the project well managed.

**TIO TAMPEREEN TIETOTEKNIKKAKESKUS**

Tampereen Tietotekniikkakeskus (TIO), with its 150 professionals, provides ICT services for its customers. Its customers include Tampere Group, Pirkanmaa Hospital District and other municipal organizations in Pirkanmaa region. [www.tampere.fi/tio](http://www.tampere.fi/tio)



## Does IT lose control of business services in a cloud?

by Sampo Pasanen, Director, Efecte Corp.

### Question: who participates in decision making when cloud services are introduced?

Until now, all decisions related to software acquisition have had to involve IT, who deployed and maintained the software. Cloud changes this in many ways, so the question is: does IT need to be involved if we start using something that is purely on the web?

The easy answer would be to mention integration, since many business systems need user, customer or other information from existing systems. But not all of them do. For example, it is very easy to start using a new collaborative platform in a team or project simply by inviting team members along. So what's the problem?

If an employee leaves the company, access to business systems must be denied to him or her for confidentiality and security reasons.

What happens if your new product development project information falls into the hands of an ex-employee working for a competitor? Now consider the cloud: users will be able to access cloud services anywhere outside the company network, and often with credentials created for that system only. Who will oversee this?

The problem is that responsibility for managing access permissions is not some-

thing that happens naturally. If such responsibility is spread around the company, it will be

difficult if not impossible to implement policies that guarantee confidentiality.

Just remember this: one of the main reasons that businesses acquire cloud services is because they can do so easily. So, let's make sure that confidentiality and security issues are handled, but without making the acquisition of cloud services difficult.

IT needs to wake up and take the initiative, implementing proper policies before things get out of hand.

### Management Consultant Jukka Kosonen to Join Efecte's Board

The Board of Directors of Efecte has been reinforced by strong experience in management consultancy. A new Member of the Board, Jukka Kosonen (52), has almost 30 years of experience in from several IT sector organizations. With this election on March 25, 2010, Efecte also increased the size of the board from 4 to 5 members.

As a private investor and a management consultant Jukka Kosonen works mainly with small and mid-sized growth companies. He is a board professional who has been

both Chairman and Member of the Board of Directors in several companies. During 2001-2008 he was also a Member of the Board of Directors of Efecte.

The other members of the board include Hannu Vaajoensuu, founder and Chairman of the Board of Basware, Risto Siilasmaa, member of the Board of Nokia and founder of F-Secure, Ismo Platan, CIO of metal-based solution provider Ruukki, and Pertti Ervi, Management Consultant.

### Once again a great place to work

On an annual basis, the Great Place to Work® Institute Finland conducts a survey of Finnish firms. A great place to work is defined as a place where employees trust the people they work for, take pride in what they do and enjoy working alongside their colleagues. In the survey, organizations are mainly ranked according to the opinions of their staff.

Efecte participated in the survey for the third time and was once again evaluated as a great place to work, numbering among the top 20 organisations.

Last year, Efecte's management organised the remarkable Human Encounter programme. The most important objective of this programme was to increase the meaningfulness of work and enhance job satisfaction. Other aims included fostering a new Efecte culture, leveraging cultural diversity and making company values part of daily life. As one of Efecte's employees put it, "My superior genuinely cares about my well-being and stands up for me when needed."



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