

# How a regional market leader in site management systems successfully entered the international arena

## All fuel sites need efficient maintenance management, cost analytics and fulfilling environment, regulation, and safety checks

Faschang Service & Management is a 15-year-old Austrian service management systems supplier with customers across the German speaking area of Germany, Austria, and Switzerland.

After becoming the market leader there, the next step is to expand across Europe.



“We started to go to conferences, tradeshows and get more digital presence, but we never fully got the attention outside the German speaking countries”, says founder and CEO Rudolf Faschang.

## The customer need is fundamentally the same, but subtle differences are important to make a difference?

Reflecting on why we were successful in the German speaking area we found its mainly due to

our network and understanding of each customer’s details. So how to replicate that in new markets?

In May 2021 we decided to hire an industry expert to assist mapping out the details at each potential Nordic customer including special local needs, what systems potentially to collaborate /integrate with and so forth and our offering immediately became relevant and targeted.

## The results came fast

Besides the market analytics and planning industry expert Morten Raaby also assisted in the execution of our plan.

One of the actions was also to educate the market that there is in fact a holistic and industry specific solution available, which is not present in many countries today.

Within a few months we had a Go-To-Market plan with an overview of the specific and most pressing needs, current situation including which systems to integrate with and who to talk to. The first customers asked for quotes just 4 months after we started.

### From Raaby 2020’s toolbox

- Strong network and insights into fuel retailers and systems suppliers
- Fuel retail domain knowledge in general