

Digital Deal History

Digital Deal is started 11 years ago by Jan de Vries.

Jan de Vries has his background in Hardware engineering. He started at ICL Computers in the Mainframe department, with a specialisation in Reel Tape drives and Data Communication.

ICL Computers is nowadays known under the name: Fujitsu-Siemens Computers. After 9 years Jan went to a French Leasing Company named Econocom. Econocom had established a Dutch HQ in Amsterdam and started their own TPM computer division. Econocom focused on IBM Midrange and Mainframe systems. After 2 years Jan de Vries joined the Management Team, and was responsible for the Field Service department, that consisted already of over 50 engineers, 4 Field Managers and a Call Dispatch department. Econocom Maintenance was taken over by the English company ServiceTec. After 4 years Jan de Vries left ServiceTec to move to the Dutch largest Direct Selling Computer Company (then) to start and head the Technical Department.

In 1995 Digital Deal was started. In the North Western part of Holland, people are known for their no-nonsense approach. Since Jan's roots are from there and the company is situated there –just above Amsterdam- Digital Deal's aim is to be a no-nonsense IT Full Service company. This is also in the name, Digital Deal.

Every service-relationship is considered a deal. The Customer and the Supplier are, when it comes to services, always for a certain amount deeper connected to each other. The service doesn't start or stop at the doorstep. The Customers has to open up to let the Supplier perform, and the Supplier must take his job seriously and always have his mind open for better propositions and solutions for the Customer. That isn't a 9-5 job, this is a on-going process. That also forces the supplier to sometimes the Customer the things that he or she doesn't like to hear, but nevertheless is the truth. So the relationship in services is always based on consensus, a Deal. And since this business is based on Digital technology, hence the name: Digital Deal.

In the late 90's in the Netherlands Internet was booming. But at Digital Deal we were sure that this whole thing would explode. Also the Y2K was influencing al IT investments. But what would be the situation after that period. If you grow big, how much work would there be left over. So the decision was made to stay small, and wait till this storm would pass.

What was not anticipated is the political and economical situation from, say, 2001. Planes flew into the World Trade Centre in New York, and the Netherlands suffered from a political storm. It ended with the murder on Pim Fortuyn in May 2002. The Netherlands were in awe. This had its devastating effect on the Dutch economy. Suddenly investments were frozen, and the government drove a road of savings on government spendings.

After all the decision to stay small has been a wise one, but the big question was when to make the leap forward. Investing in staff without an expectation of better business future would be devastating. So the strategy was based on survival in a meagre market, and wait for better times.

Halfway 2005 the first signs of a growing economy were solid. The Dutch finance minister, Mr. Zalm, forsees a economic growth rate of 2.5% in 2006. And immediately the investments were growing. Economy is after all a weird science...

Digital Deal spent the time in 2004 and 2005 watching for trends and building on a product portfolio with top of the bill products.

Next to that we created an email newsletter annex mailing engine which is able to produce 20.000 emails per hour. We invested in a database of all Dutch companies. Our aim is to reach every company based on IT platform, Branch, Size etc. We have to do a lot of work since we have 1/3 of all the email address of those companies.

Digital Deal has realized several strategic alliances with manufacturers with strong products.

The partnership with iSM is based on the strong confidence in the need of professional security products for IT environments. Security that goes way beyond the need of AntiVirus and Anti SpyWare.

At this very moment Digital Deal has mailed almost 50.000 companies about the latest USB Blocker version. Several trials are on their way with some large customers. With regards to the explanation given above about the Dutch economic situation, it is very clear that companies take new strategic investments into account against security products.

Digital Deal considers the relation with iSM of strategic value. Since the product USB Blocker PLUS 3.0 is an easy add-on for a rock-solid Information Security policy, it is a good way to bring the name Digital Deal to their attention.

Digital Deal is also exclusive partner of Consilient in the Netherlands.

Consilient is a high-end Mobile Business Email application. Consilient can only be compared with Blackberry. It consists of a scalable Server solution (Windows or Linux) which is in between the Business GroupWare application and the Mobile infrastructure. But unlike Blackberry Consilient supports a manifold of Smartphones and PDA's. Another strong point of Consilient is that, since there are so many different Mobile Devices, all installation and setup of the Mobile Device is done by the system-administrators in one complete package over the air (OTA installation).

The server product can be run in a Hosted mode (Telco's and ISP's) and in Operator Mode (for Enterprise utilization). All major GroupWare application will be supported: Exchange, Notes, GroupWise, SendMail, Mirapoint, Oracle, Sun, any IMAP, etc.. Consilient 4 Server will be introduced around the end of the 2nd quarter in 2006.

By the end of March 2006 Digital Deal will step into the VoIP market.

Together with a Dutch Telecomm's software house a worldwide free VoIP solution will be introduced. Not as a competitor of Skype, since Skype is 'speaking over Kazaa'. This VoIP service is fully standards based and therefore interfaces with all PBX and Major VoIP solutions which already exist.

In every country in the world this company will have one partner. Several partnerships are already established. Novells Marketing Strategien stimmen mit dem Produktportfolio von Digital Deal überein.

Next to this Novell Netherlands has approached Digital Deal to become their key-reseller in the North-Holland region. With a strong focus on Identity Management, GroupWare and System Management, which are available on all three major platforms (Windows, NetWare and Linux); their marketing efforts just fall into place with our product portfolio.

Altogether a lot of strong business opportunities are in place to make 2006 a very successful year. The ICT market in the Netherlands is ready for a real step forward. Customers are thinking and talking about new technologies. But like good Dutchmen, they are thinking twice for spending their money once. Therefore only the best products can help you make the step forward. And iSM's products are key in this strategy.

To the website of Digital Deal: <http://www.digital-deal.nl/index.htm>