

How EuroBridge is growing – thanks to 'BeOne Global' by Nova Systems

## From CRM to business intelligence

Maltese forwarder EuroBridge's director David Abela points out that "our national economy is developing rapidly – as is our firm. To face the changes and seize the concomitant opportunities we must make the most of new technologies in the market."

### What services does EuroBridge offer its customers, Mr Abela?

EuroBridge was established in 1995, in collaboration with the Italian forwarder Castelletti. Over the years we've evolved, which has led to us offering groupage and FTL services to and from all of Europe today, thanks to a very capillary international network. We also manage customs, airfreight and logistics services and run a 5,000 m<sup>2</sup> warehouse in Malta.

### The Maltese economy also attracts import and export activities. What prospects does this open up for EuroBridge?

We're currently in a phase characterised by major investment. We're set to move our headquarters to a new property soon, and will then have more than 600 m<sup>2</sup> of office space as well as another 1,200 m<sup>2</sup> of warehousing. We're confident that this will further boost our growth.

### How do you handle the major challenge that digitalisation represents?

We focus a lot on new technologies. Thanks to our cooperation with Nova Systems we don't experience this as a challenge, but rather as an opportunity that enabled us to become a paperless company. We collaborate with forwarders who also use the 'BeOne Global' software solution by Nova Systems, and this pushed us to choose the same management system, to optimise the company's workflows.

### How do you benefit from 'BeOne Global'?

The processes we generate are clear and straightforward. On top of the timely management of operational activities, 'BeOne Global' allows us to make strategic decisions for the future through business intelligence. In addition, using EDI represents a breakthrough for us, as it allows us to optimise our work and make communications more effective and faster.



Photos: EuroBridge

EuroBridge director **David Abela**.

### How crucial is it for a growing company like EuroBridge to plan a strategy aimed at customer loyalty?

With the CRM of 'BeOne Global' we have everything under control, starting with tariff management and ending with collecting customer information. The CRM is a fundamental tool for an expanding and future-oriented firm such as EuroBridge. 'BeOne Global' is 'living software' – it continuously evolves. We're in constant dialogue with Nova Systems to bring the platform in line with our needs.

### What do you expect from Qlik Sense, a platform in the 'BeOne Global' 5.0 solution?

In the Maltese business environment we need to optimise resources that put us in a position to offer a wide range of services. With just a few clicks, the business intelligence of 'BeOne Global' gives us all the strategic information that we need.