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 Mapping and GIS Account Manager,
 Tekis

Swedish Reseller Drives Higher Revenues Thanks to Topobase

Tekis offers Autodesk Topobase to municipalities across Sweden and enjoys impressive sales revenue increases in the first year

Project Summary

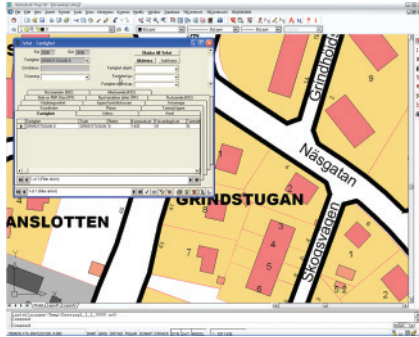
Headquartered in Koping, Sweden, and with eight offices in other cities, Tekis is an Autodesk reseller offering mapping, planning, and GIS products to municipalities throughout Sweden. More than 90 percent of the municipalities within Sweden look to Tekis for applications to help them create, manage, and share infrastructure data. Tekis has built its success by adhering to a simple philosophy: sell only the best products on the market and enhance those products with exceptional support. Realizing in 2000 that customers needed a more integrated mapping and GIS solution, the company began offering Topobase to customers. Since offering the solution, Tekis has been able to:

- Drive long-term support and maintenance revenues
- Increase sales of Oracle Spatial dramatically
- Provide customers with an integrated and reliable mapping and GIS solution
- Enhance existing deployments with additional modules

The Challenge

In the 1990s, Tekis developed a solution to help municipalities create infrastructure data using Autodesk applications and store that data within an Oracle database. But since then, design and GIS solutions have become more intertwined, leading customers to want an even greater degree of data integration. However, the increasing sophistication of both data creation applications and databases made it prohibitively expensive for Tekis to continue enhancing its own solution. Instead, the company chose to explore existing data integration options on the European market.

“The Swedish market is not very large,” explains Arne Stoor, Tekis’ mapping and GIS account manager. “At the time, the entire market was about 500 seats, so we could not justify the expense of enhancing our own solution. We were immediately impressed with the sophistication of Topobase. It offered the seamless integration with Oracle Spatial and other Autodesk applications that our customers needed.”



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The Solution

Immediate—and Substantial—Revenues

Tekis found that the fully integrated solution resonated immediately with customers. By using Topobase, customers saw that they would be able to maintain a single source of GIS and design data for all their infrastructure assets, greatly improving their ability to manage assets while eliminating the expense of maintaining duplicate data sets. However, Tekis worried that customers would be reluctant to purchase both Topobase and Oracle Spatial, a key component of the complete solution.

According to Stoor, those concerns proved to be unfounded. He says, “We had to sell customers on the advantages of both Topobase and Oracle Spatial. With Oracle Spatial, users can easily make queries based on attributes, which appealed to customers immediately. It was a surprisingly easy sell. In the first two years we offered Topobase, our Oracle-related sales revenues were almost \$1 million, a substantial number considering the size of our market.”

Satisfied Customers

In addition to the initial software purchase, customers turned to Tekis to provide implementation, training, and support for their migration to Topobase. The basic implementation takes between three and 12 days, depending on the complexity of the customer’s needs. After implementation, Tekis typically provides two to four days of training. Because the Topobase solution is built with the familiar Autodesk interface, Tekis customers have found the transition to be straightforward.

“Our customers are very satisfied with the combination of Autodesk Map 3D, Oracle Spatial, and Topobase,” explains Stoor. “Many have chosen

to extend their systems to the web using Autodesk MapGuide. The system is reliable and provides municipalities with all the functionality they need. Our customers are using their integrated data to improve their asset management processes and lower costs.”

The Result

Impressive Returns

Having sold Topobase for over five years, Tekis views the application as one of the foundations of its financial success. “We have sold more than 350 basic Topobase licenses within Sweden,” says Stoor. “That number has increased by 18 percent in the last year, and we expect it to continue climbing. Our existing customers will also continue enhancing their systems with additional modules. In particular, we anticipate that many of our customers will extend the functionality of their systems with the electricity module and other Topobase modules.”

Like most resellers, Tekis depends on support and upgrades to deliver a significant percentage of its revenues. Stoor notes that Topobase has performed well in those areas, “Our revenues from ongoing maintenance and upgrades for Topobase are about \$600,000 per year. That’s in addition to our revenues from upgrades and subscriptions for other Autodesk products, such as Autodesk Map 3D and Autodesk MapGuide. We’ve never regretted our decision to sell Topobase. If we had to make it again, we’d choose Topobase.”

For More Information

To learn more about how Autodesk Topobase can drive higher sales revenues for your company, visit us on the web at www.autodesk.com/infrastructure.