



## Why did InnoVites choose coMakeIT ?

Also suited to start-ups

No worries

The best people

Doing business in India

### InnoVites: building software with an extra Dimension

**InnoVites, a niche player in the field of cable production software, is a worldwide solutions provider par excellence. There are very few companies offering solutions of this kind, resulting in a global demand for InnoVites' products. This made it only logical for InnoVites to adopt an international approach for its sourcing strategy. The best way to achieve this was a partner model in which each link in the value-added chain could maximise its own strengths. This partner model, which plays a key supporting role in building up InnoVites' business, combined with the best price/quality ratio, was realised with coMakeIT.**

Albert Groothedde, CEO of InnoVites: "InnoVites is a young company that depends largely on our unique know-how in the field of ERP for cable production. It's also critical for us to have high-quality staff at our disposal. As a start-up we have to make the most of all our talents and resources, so the best combination for us is a partnership, which gives us our own dedicated team of very high-quality staff, with no headaches and without diverting a lot of time into personnel administration. We also need an infrastructure that is guaranteed to work well. In other words, we need to be able to invest all our time in the business itself, and this is exactly the model that coMakeIT offers."

International sourcing  
for start-ups

The advantages of  
India without the  
disadvantages

The best people  
within easy reach

“It's important for us that our staff are technically competent, but much more important that they're driven, and truly feel like part of InnoVites. The people working for us through CoMakeIT are among the best in their class,” explains CTO Dick de Jong. “As CTO I can give a broad outline of the requirements, and I know the team in India will pick up the ball and run with it. Our programmers are among the best in the field of Microsoft Dynamics AX, and I don't often come across people who are more committed and motivated than our Indian colleagues.”

Concentrating on  
business and leaving  
the hassle to coMakeIT

Herman van der Weerd, COO of InnoVites: “In business you have to be constantly looking for new opportunities and new ways of working. After all, you'll only can keep on earning money if you pay close attention to your income and expenditure. That was our reason for choosing India as a centre for our software development activities. The major factor was the plentiful supply of specialists that we need, and with modern technology it is perfectly possible to work within a virtual team environment spanning multiple locations. We have therefore chosen to carry out all our innovation and development activities in India, meaning that we have concentrated our entire technical infrastructure there as well. The coMakeIT approach gave us the ability to model our organisation in this way and construct a flexible business model, but without the usual hassle that involves.”

Doing business in India  
as well as software  
development

Albert Groothedde: “As we operate worldwide, we decided not to limit ourselves to just software development in India; we now use our team there to work on business development as well. coMakeIT was extremely helpful in recruiting and selecting the people we needed. And it works very well; the coMakeIT model has provided us with a way to support our corporate growth in a broader sense. Without it, we wouldn't have come nearly so far in such a short time.”