



GDPR is a great market opportunity. WeSafe IT is making the most of it. Are you?

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Peter Fritzon, Founder, WeSafe IT

**WeSafe IT** 

How do you double revenue from recurring services and boost margins 45 percent? If you're Sweden's WeSafe IT, you fuel much of that growth by selling Microsoft 365 Business and wrapping it with IP and managed services that help customers address the challenges of GDPR compliance.

Companies worldwide are complying, or scrambling to comply, with the EU's General Data Protection Regulation (GDPR). While it's a concern for companies in the EU or that handle the private data of EU citizens, it's an opportunity for the solution providers who serve them—perhaps the biggest surge of opportunity since the runup to Y2K a couple of decades ago. Back then, fear was rampant that computers couldn't handle the turn of the millennium and would stop working. And while getting ready for the millennium was a one-time opportunity for solution providers, GDPR is a requirement with which their customers must continue to comply as long as they do business. That makes it a far greater opportunity for solution providers.

But not all solution providers are prepared to fully meet their customers' GDPR compliance needs and do so cost-effectively—while optimizing their own business growth. Meet one of the technology partners that is: Sweden's WeSafe IT.

## Recurring revenue up 100%, margins up 45%

Since beginning to offer Microsoft 365 Business in August 2017, WeSafe IT has seen recurring revenue from its managed services climb 100 percent, driving overall revenue growth of 50 percent and margin growth of 45 percent. The Microsoft offering has been a key contributor to that growth.

"Microsoft 365 is definitely helping our business," says Per Liljenberg, Cloud Specialist and Founder—along with Martin Liljenberg and Peter Fritzon—of the four-year-old, born-in-the-cloud WeSafe IT.

And why not? The integrated solution brings together best-in-class productivity tools, security, and device management in a single cloud offering. Formerly, customers needed to separately acquire Office 365, Enterprise Mobility +Security (EM+S) and more to gain the same capabilities.

## A tale of two journeys

But that's not the way WeSafe IT sells it. The software contains so much functionality that a laundry list of features can be off-putting to potential customers. Instead, WeSafe IT has identified two primary "customer journeys"—GDPR/security and productivity—and sells Microsoft 365 Business as a targeted solution for whichever one the customer considers paramount. Once a customer has adopted Microsoft 365 Business for one of its key needs, it's relatively simple for WeSafe IT to help it expand its use of the software to cover the other—and to sell additional services around that additional use.

The GDPR/security journey in particular represents a huge opportunity and—perhaps counterintuitively—Martin Liljenberg says it's likely to get even bigger. His reasoning: Among the small

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**Customer Name:** WeSafe  
**Industry:** Professional Services  
**Country or Region:** Sweden  
**Customer Website:** [www.wesafe.se](http://www.wesafe.se)  
**Employee Size:** 20 Employees

**Customer Profile:**  
In four years, WeSafe has gone from garage-based startup to a complete IT and training company with more than 200 customers.



and medium sized companies that WeSafe IT targets are many that don't take the regulatory issue seriously today but will come to do so as scofflaws are hit with potentially devastating penalties. They represent a second growth market for Microsoft 365 Business.

## Formula for success: Microsoft + WeSafe IT content and services

WeSafe IT makes use of the software's comprehensive security support, which includes app protection for Office mobile apps, consistent security configurations across devices, protection of company data across devices, and Windows Defender anti-malware. To capitalize further on the GDPR/security market, WeSafe IT offers "GDPR Hub," a subscription service based on its own IP and services, including an exclusive site based on Microsoft SharePoint where subscribers can access GDPR-focused updates, templates, packaged forms, and workflows.

Each customer can also use a WeSafe IT-built site on its own tenant to maintain its GDPR-related work, such as data requests, internal signage, and data policies. As part of the GDPR Hub service, WeSafe IT also helps customers with Microsoft Compliance Manager, device encryption, Data Rights Management and more.

To make its GDPR Hub service even more useful to subscribers, WeSafe IT integrates third-party data into it. For example, data from the Swedish Bank Association is imported into SharePoint workflow to confirm the identities of people making data requests of a WeSafe IT customer, minimizing the potential for fraud or abuse.

## Finally, an Office 365 upgrade path

WeSafe IT sees several ways that it can use Microsoft 365 Business to increase revenues and margins. First, it now has an upgrade path to offer its customers already running Microsoft Office 365 licenses. "We didn't have an upgrade

to offer Office 365 customers before," says Fritzon. "Now, with Microsoft 365 Business, we can offer them more functionality and better value for their money. It's an attractive offer."

Indeed it is. The company sees about 50 percent of its customer base signing on to Microsoft 365 Business. To encourage them to do so, the company makes its unlimited IT support offer available only to licensees of the software.

## Larger customers also spur WeSafe IT's growth

The company is also seeing an increase in its average customer size fueled by Microsoft 365 Business, from fewer than 20 users per customer to between 50 and 300 users per customer.

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## Software

- Microsoft 365 Business