



# Meet The Partner: Transforming Business

**Ignacio Romero**, Co-founder and General Manager of Spanish-based **Neteris**, an SAP Partner since July, talks to Inside Track about its role in helping customers on the digital transformation journey.

**Inside Track: Can you describe your business in less than 15 words?**

**Ignacio Romero:** We deploy technology-rich solutions so our clients can run better business processes.

**IT: What makes your business different?**

**IR:** It's a combination of factors. Adding value to all the services we offer is paramount. We have a vertical approach which gives us a deeper understanding of the pain points faced by each industry we serve.

This helps us enormously in recommending the right solution at the right time to our customers. And our methodology is designed to always deliver return on investment.

**IT: Who are some of your clients?**

**IR:** We work with customers across Europe, focusing mainly on mid-market companies from a range of different industries, such as manufacturing, retail and distribution, professional services and engineering and construction.

**IT: Tell us one interesting thing about your company culture.**

**IR:** Customer satisfaction really is our guiding light, our beacon, for everything we do.

**IT: What SAP products do you sell?**

**IR:** We focus on SAP Business ByDesign – it's an incredibly versatile solution that's ideal for the varied range of customers we work with.

**IT: What new SAP innovations will you be promoting to your customers?**

**IR:** Cloud innovation is where we're focused. Cloud solutions guarantee smooth, safe, transitions for our customers. They also help to improve their collaborative capabilities, their access to analytics and their mobility.

**IT: What's the most urgent need your customers have today?**

**IR:** Our customers are under huge amounts of pressure to reduce costs and, at the same time, to transform their businesses. That's why we're investing in cloud solutions: they reduce cost of ownership, investment, risk and increase flexibility.

**IT: What do you want people to do once they've read your story?**

**IR:** We want people to understand how we help customers to take the next step in terms of digital transformation. We run NIDA (Neteris Diagnostic Insights and Actions) sessions at the beginning of every new customer relationship to determine their digital maturity and to propose the best strategy in terms of adopting technology.

**IT: Where do you see yourself as a company in 2-3 years' time?**

**IR:** Our vision is to become one of the leaders in digital transformation by 2020 and we're already on our way: we're incredibly proud to have been included in the top 100 most influential companies by Computer World this year.

**IT: Is digital transformation having an impact on how you work with customers? If so, how?**

**IR:** Definitely, yes. Almost all our customers want to lead the market, pushing business transformation to keep them one step ahead. There are still customers who are not there yet but, eventually, they'll all have to step up and embrace digitalisation. ▀

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