



# Solgari revolutionises the South East Asian communications landscape



For Irish company Solgari, the EU Gateway | Business Avenues programme was vital for finding success on South East Asian markets.

[Solgari](#) [1] is a global provider of compliant, integrated omni-channel cloud communications services to FinTech, Financial Services, eCommerce, Retail, Logistics, Recruitment & Government customers.

The company has customers in 34 countries, and the 2017 EU Gateway | Business Avenues mission for [Information & Communication Technologies](#) [2] to Singapore and Thailand contributed to increasing that number.

Together with 50 other prominent European companies, Solgari **showcased its technology solutions to a targeted audience of potential local business partners** in both Singapore and Bangkok.

The mission week was full to the brim with business-to-business meetings, technical seminars and networking events, all meant to further enhance the companies' opportunities to establish meaningful, long-lasting business relationships.

In Singapore, the business mission was linked to CommunicAsia 2017, one of the largest industry events in Asia. This, coupled with being supported by the EU, helped Solgari stand out from the crowd and receive heaps of attention from local companies.

As a result, the company found **two new partners and two high-level customers**.

In 2018, a short year after the mission, Solgari [announced a partnership](#) [3] **for Asia Pacific with IBIZ Consulting Services**, a key Microsoft Dynamics 365 partner in the region and a contact established during the 2017 business mission.



*IBIZ have also become a customer of ours and we are launching Solgari integrated with Microsoft Dynamics 365 into their customer base. - Edward Grant, CFO, Solgari (Ireland)*

The partnership provides a comprehensive solution for local companies and brings all digital communications, compliance, business intelligence and big data needs in the cloud.

Thanks to the partnership, Solgari also had the opportunity to be present at a [Dynamics 365 Field Services event](#) [4] at Microsoft Singapore to introduce its compliant & omni-channel Cloud Business Communications solutions integrated with Microsoft Dynamics 365 to a wide number of IBIZ Consulting Services customers.

Another partner and customer in Singapore met during the 2017 business mission is [SP Sysnet](#) [5], a local end-to-end ICT solution provider. The partnership enables APAC's FinTech companies to benefit from Solgari's cloud telephony services.

Besides the two massive partnerships, Solgari signed up new customers in Singapore, including [Training Vision](#) [6] and [M-Daq](#) [7].

In only a year since the business mission, the company has managed to establish **strong ties to the Singaporean market**.



*We believe there is a large revenue opportunity in Singapore and IBIZ and Microsoft are our principal route to market. – Edward Grant, CFO, Solgari (Ireland)*

Solgari is only just getting started with its expansion in South East Asia and has an ambitious route ahead.

It is the EU Gateway | Business Avenues programme that brought the company the new contacts in Singapore and now, with the help of [Enterprise Ireland](#) [8], a trade development agency focused on helping Irish-owned businesses, Solgari is working to cement its place on the Singaporean market.

*Singapore has massive potential for us and we are working closely with our investor, Enterprise Ireland, in Singapore on all the above and more. We are currently working on a major deal with a Hong Kong insurer with a base in Singapore that we hope to win soon. – Edward Grant, CFO, Solgari (Ireland)*

Solgari is an example of a nimble company that has managed to leverage the help from the two complementary entities to maximise its chances of success.

While business in Singapore is blowing up, things have been slower to start in Thailand, but there are still **big wins for the company on the Thai market.**

During the mission, Solgari met a new partner in [WISCO](#) [9] (Wisdom Information System), a Thai IT company specialized in database and web applications.

With such giant strides taken in only a year, things are looking bright for Solgari's potential for business expansion in South East Asia.

Is your company interested in expanding to Asia? The EU Gateway | Business Avenues programme could be the one for you.

Check out [upcoming EU Gateway | Business Avenues openings](#) [10] and apply!



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