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#042

ACCOUNTING SOFTWARE VENDOR  
BUILDS MULTI-TENANCY CLOUD  
APPLICATION IN RECORD TIME,  
THRILLS CUSTOMERS

**Minox first launched its accounting solution in 1983. Today, 5,000 companies enjoy the smart productivity features that made Minox one of the top five software providers for Dutch SMEs and their accountants.**



## Minox selects Servoy for their last rewrite enabling accountants in the cloud



*Getting a Cloud app to be as responsive as a native windows app turned out to be a challenge but with Servoy we tackled it*

The market recently shifted from on-premise software to the cloud to capitalize on real-time collaboration between accountants and their customers. Instead of sending stacks of paper to their accountants once a month and waiting for revised figures, companies can upload documents and review regularly updated financial data online.

### Challenge

Minox wanted to build a cloud-based application offering the same quality user experience that made its on-premises software so efficient and popular with clients.

Specifically, the new solution needed to:

- > Be accessible anywhere and on any device.
- > Provide value-added, user-friendly features (e.g., full keyboard navigation, fast page scrolling, advanced search, task automation, component-specific logic, etc.).

- > Run on all common platforms and browsers from a single code base.
- > Be secure, stable and affordable without too much development effort.
- > Be highly performant (operations such as calculating tax must be instantaneous despite concurrent use of the application by thousands of customers).

### Solution

Minox needed a rapid application development (RAD) platform that would match its ambitions. The new environment had to be reliable, scalable and affordable. It also needed to be agile to accommodate all specific requirements. Finally, the company behind the software had to be financially stable.

Several in-depth presentations of Servoy's 4GL development environment convinced Minox that it had found its answer. Positive



feedback from existing Servoy users reinforced that conviction. Minox started to develop its new application before Servoy 8 was released with its instantaneous response times. Accountants are heavy users and require a highly performant cloud application so Minox asked to move to Servoy 8 ahead of general availability to leverage its faster speed.

“With its visual framework of building blocks, Servoy allows us to focus on developing our accounting software instead of its technical foundation,” says Hessel Kuik, CEO of Minox. “With other products, developers must build everything from scratch. That’s what some of our competitors do. But with Servoy, the database and email access, security, navigation, document management, etc. are already there and maintained. In fact, we can build 80% of what we need through drag and drop, without having to code it. It allowed us to develop a brand-new cloud application in record time.”

Minox enjoyed extensive access to the Servoy team through the Appassurance program of training, code review, technical support and consultancy. For instance, Minox conducted comprehensive customer journey studies and worked with Servoy to design and optimize the user experience. Together, they worked hard to ensure users accomplish their tasks in the smallest number of clicks.

## Results

When Minox decided to migrate to the cloud in 2013, the company estimated it had five years to complete the transition before the accounting software market shifted to the cloud. At the time, the cloud wasn’t mature and customers initially worried about data security beyond email and storage use. A year later, everyone banked over the Internet. Minox realized that its estimated five years to migrate were in fact only two. Luckily, the new cloud application—developed in just two man-years and launched in 2014—was ready in time.

Without Servoy, this would have been impossible. Kuik explains: “If we’d had to develop such a framework ourselves, it would have taken us much longer and left us less time to focus on developing the functional side of the software, which is what we’re good at. Some of our competitors chose the strategy of developing everything in-house. They thought they’d started ahead of the game, only to find themselves far behind and struggling.”

Asked which Servoy framework components Minox uses the most, Kuik says: “Everything. It’s the foundation of our cloud product.” He adds: “Users love the new cloud application and are very enthusiastic about its real-time collaborative features.” Already, 99% of new customers choose the SaaS solution over the on-premises version, and Kuik reports that sales are soaring.

In 2014, Minox was acquired by an investor that purchased the majority of the company in a management buyout. In 2015, a new management was appointed. With its attractive new cloud application and an infusion of cash, Minox now has the confidence to target new business. The company is positioned to double its user base over the next two years despite operating in a highly competitive market.

### Servoy

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Servoy Uruguay

The logo for Servoy, featuring the word "servoy" in a lowercase, sans-serif font. The letter "o" is stylized with a blue and orange circular graphic element.

## About Minox

**Minox Software has been developing accounting software since 1983. Minox was one of the first administrative packages created for the computer. These 30+ years of experience are reflected in the software, which is clearly ahead of the market.**

**Minox's vision is simple: to offer the best, fastest and easiest accounting software in the Netherlands. The company wants to help customers succeed and understands that accounting must be straightforward. With Minox, customers spend less time doing more. As a result, Minox is loved not only by accounting firms but also by freelancers and small and medium-size enterprises.**

**Minox has daily contact with accountants, administrative offices and entrepreneurs. With its new generation of cloud-based accounting software, Minox has taken a lead in the market. The growth that Minox is experiencing demonstrates that accountants and entrepreneurs appreciate its innovative accounting software.**

**For more information, please visit [www.minox.nl](http://www.minox.nl).**

## About Servoy

Servoy makes it easier to deliver great business applications. Applications can be delivered to any device from a single codebase in record time. Servoy BV, a Deloitte Fast 50 Technology company, is an international firm that creates an award-winning powerful hybrid development and deployment platform. Servoy is used by independent software vendors (ISVs), organizations and consultants in over 50 countries. Servoy has been recognized by Gartner as a Cool vendor in PaaS.