



Representation on Greek market of German IT tool for data protection compliance

Since its application in 2018, the General Data Protection Regulation (GDPR) has been a huge issue for companies across Europe, and even more so since the Covid-19 pandemic increased their reliance on the internet in so many areas.

The Greek SME INFO-PLAN S.A. is a new but very dynamic client of SBE-EEN, which had set its sights on expanding its horizons to Europe. It has 17 years of experience working with local and regional authorities, public bodies and businesses, providing technical services in various fields, including IT. However, this small family-owned business had no previous experience of collaborating with foreign partners. So, it turned to SBE-EEN staff for their advice and expertise.



We consulted with the company's CEO, Mr. Tsiliopoulos, to present and discuss which EEN services would be the most beneficial for its business scope and strategy. Mr. Tsiliopoulos had identified the profile of a German IT company in the Network database, which was seeking a commercial agent for its software-based GDPR compliancy solutions. The software tool examines websites and identifies privacy issues in texts, contact forms, use of videos, social media implementation, etc. We assisted Mr. Tsiliopoulos with preparing and submitting an expression of interest, to which the German company responded positively and contact details were exchanged. This led to very promising discussions and finally the signing of a contract, whereby INFO-PLAN S.A. would offer the online services of the German company exclusively for the Greek market.

The agreement between the German and the Greek company was the starting point of a long-term co-operation, so not only will it improve their position on existing markets, but it will also even enhance their capacity to enter new markets. In particular, INFO-PLAN S.A. expects to see an increase in its turnover and market share (up to 10% and 15% respectively). Furthermore, this agreement will improve the quality of the product offered because it now can be applied for different alphabets. The Greek company also expects to be able to maintain at least 2 existing jobs.

Mr. Tsiliopoulos told us: "We were in need of specialised support and the international reach of a reliable network, so SBE-EEN was the perfect fit for us."

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