

# MSAB

## A SUCCESSFUL SALE OF MOBILE PHONE FORENSIC SOLUTIONS ON THE FRENCH MARKET



***“It is thanks to their quality of service that we are considered the leader in our field in France. Scandi Bureau is without doubt the ideal partner for trading in French-speaking countries. ”***

Olivier Grall, Area Sales Manager

### Story

MSAB is a Swedish company that is the world leader in forensic technology for mobile devices. As the market for these products was growing, along with the competition, MSAB’s big challenge was to clarify and strengthen its offering in France.

### Goal

In order to strengthen its customer support in France, MSAB were looking for a local partner capable of providing the interface between the technical team in Sweden and all French-speaking customers.

### Solution

MSAB hired Scandi Bureau to provide level 1 technical support and human resources assistance. Even if MSAB’s products required complex technical skills, Scandi Bureau was able to offer a tailor made support. A large part of the strategy was to provide a high quality of technical training programs to all Scandi Bureau employees.

### Results

Both companies have successfully created added value by building a relationship based on long-term loyalty and quality.