

# InishTech Customer Story

**Customer:**

TradeFacilitate

**Location:**

Dublin, Ireland

**Products:**

TradeFacilitate

 Powered by  
Windows Azure

**Executive:**

Conor O’Riordan,  
CEO

**Profile:**

TradeFacilitate is an EU Validated Advance Quality Trade Data notification service provider for SME’s involved in EU cross border trade. A pure cloud provider running a SaaS service on the Windows Azure platform, TradeFacilitate cuts red tape and increases competitiveness for SME’s.

tradefacilitate™ 

**Background**

Tradefacilitate provides a cloud service which helps importers and exporters in the EU and across the world reduce the costs associated with traditional, inefficient, paper-based trade transactions, and become compliant with new EU customs regulations.

As a global service provider, a key requirement is that customers subscribing to the service can avail of flexible business models and select from a choice of different service offerings. Conor O’Riordan takes up the story.

**Requirement**

“We provide our customers with a seamless, paper free service that simplifies their trading operations. But the service has several distinct kinds of customers – buyers, sellers, intermediaries, transport partners etc. One of the key requirements for us, as a single instance multi-tenant provider is to have the flexibility in packaging and delivering our service to the customer so that we can meet their individual requirements with an appropriate solution.

**Solution**

“Software Potential from InishTech allows us to do that with ease. The Dynamic SKU management facility is where we see the value in the service, allowing us to adapt the service to the tenant / customer, and give them a differentiated experience that is appropriate to them.”

**Benefits**

“The InishTech service was designed in a way that meets our needs. The service is very powerful yet extremely easy to use and manage. As our solution is developed using the Microsoft .NET Framework and runs on Azure, this was a good fit for us. We are dedicated to reducing the costs associated with dated and inefficient paper based international trade transactions and increasing the trade competitiveness of buyers and sellers globally. InishTech is helping us towards that goal by providing a flexible and useful service. “