

# EFFIX Automates Subscription Businesses With Marketplace API



## The company

EFFIX supplies information and communication technology solutions (CETs) to SMEs. The company's priority is to help their customers focus on their core business by unburdening their resources in the areas of cloud, network infrastructure and telephony, today as well as tomorrow.

EFFIX delivers B2B-focused engagement, solid architecture and sustainable cooperation. The company's customers enjoy 24/7 support, internal IT support, continuous monitoring and state-of-the-art security.

## The challenge

EFFIX had been a customer of Ingram Micro for many years and had started using all platforms from Ingram Micro Cloud in prior months. As an Ingram Micro Cloud partner, EFFIX had reached a high level of growth—and a point where overhead administration was starting to cause a burden on their sales and support teams.

They recognized that manual operations and subscription management was reducing efficiency and limiting their ability to scale. To resolve this situation, EFFIX realized they needed to find an API that could integrate their existing e-commerce system with Ingram Micro Cloud Marketplace.



**Industry**  
Information and communications technology

**Founded**  
2003

**Location**  
Waregem, Belgium

**Employees**  
20+

**Website**  
[Effix.be](http://Effix.be)

“Ingram Micro Cloud is an API-driven organization that provided the technology we needed to enable our customers to procure solutions on their own in minutes.”



**Geoffrey Vander Schelden,**  
▶ CEO and Founder, EFFIX

## The solution

EFFIX analyzed the available APIs on the market and chose Ingram Micro Cloud's Marketplace API because it was "the most all-encompassing package solution." They also valued the opportunity to work with an Ingram Micro Cloud expert to get started.

"It was an easy implementation—in a few days the connection was up and running," said Geoffrey Vander Schelden, CEO and founder of EFFIX. "As we started to program in the beta phase, we had a lot of guidance and support from our Ingram Micro Cloud rep on fields, requirements and more."

With the Marketplace API, EFFIX was able to create a self-service model for their customers to streamline operations, increase efficiency and remove any barriers to growth.

## The results

Using the Marketplace API from Ingram Micro Cloud delivered several important benefits to EFFIX.



**Provided EFFIX customers with full control of their cloud subscriptions for the first time**



**Significantly reduced questions from customers to the support team**



**Eliminated administrative tasks for technicians, freeing up more time to work on critical initiatives**



**Shifted order licensing from the sales team to customers, giving sales more time to focus on top priorities**



"What led us to use the Marketplace API was definitely the automation aspect. Our customers now have full control over their cloud subscriptions using one platform."

**Geoffrey Vander Schelden,**  
▶ *President and CEO*