



**SARIO**  
SLOVAK INVESTMENT AND  
TRADE DEVELOPMENT AGENCY

## Government agency simplifies work of its consultants with Resco Cloud

### Customer

Slovak Investment and Trade Development Agency (SARIO) – Slovak Republic

### Type

Government-funded allowance organization

### Industry

Government

### Organization size

80 employees

### Headquarters

Trnavská cesta 100  
821 01 Bratislava, Slovak Republic

### Solution

Resco Cloud

### Key benefits

- **In-house customization**
- **Unified experience across devices**
- **Better overview of activities**

### About SARIO

The Slovak Investment and Trade Development Agency (SARIO) is a government-funded allowance organization. SARIO works under the supervision of the Ministry of Economy of the Slovak Republic. SARIO's primary objective is to improve the standard of living of Slovak citizens by increasing employment and reducing regional disparities.

The agency designs and uses all kinds of stimuli to increase the influx of foreign investments with high added value. It also helps to promote Slovak companies in their efforts to transform into high-performance subjects, successful in globalized world markets. Through these activities, it contributes to both qualitative and quantitative growth of Slovak economy.

## Business challenge

SARIO has been providing high quality services in the field of investment and export promotion for 15 years. The agency's consultants spend most of their working time meeting with various representatives of a broad palette of sectors and industries.

*"At the SARIO agency, we cooperate with various partners, which are state actors (ministries, embassies), the public sector (municipalities, associations, trade unions), as well as private companies from Slovakia and around the world. For the needs of simple and quick sharing of contacts and information between our consultants, we needed a simple, but especially effective solution"*

**Egon Zorád, director of Foreign Trade department at SARIO, described why the agency was exploring the possibilities how to best distribute essential information to its employees.**

Since SARIO had not used a CRM system previously, they were looking for a complete solution. One that would be easy-touse both on mobile devices and desktop computers when the consultants get back to the office.

## Solution

Being a government-funded organization, the resources set aside for the CRM project were defined strictly. More importantly though, SARIO realized that they did not want to deal with the complexity of implementing a largescale CRM system.

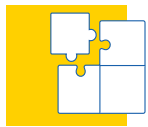
However, Resco Cloud – providing cloud storage for the data and the Resco Mobile CRM app to work with it across an array of devices – ticked all the required boxes.

*"Thanks to Resco, which as a dynamic and proud Slovak company delivers its solutions to customers in more than 100 countries, we received exactly what suits our requirements. With this system, our consultants have easy access to the database from any location in the world, plus they are able to modify the system according to their needs,"*

### **Egon Zorád revealed.**

The consultants utilize Resco Cloud on a daily basis through their iPhones and on their desktop computers (Windows). With the Resco Mobile CRM app they enter and look up all their clientrelated activities and details such as contacts, meetings, events, and more.

## Benefits



### In-house customization

SARIO was looking for a solution they could maintain themselves and easily customize as required by the users. Resco Cloud's management console and the Woodford customization tool allows them to do just that.

Additionally, SARIO also took advantage of the available branding options – fitting the app with their own logo and naming it DataTrade.



### Unified experience across desktop & mobile

The app's user-friendly interface – with the same look and feel across phones, tablets and laptops – made it easy to handle even for consultants who have not used a CRM system before.

*“The Resco Mobile CRM application has become a daily part of their work, as a platform for using all important information and documents,”*

**confirmed Egon Zorád, director of Foreign Trade department at SARIO.**



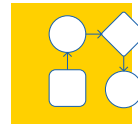
### Simplifying day-to-day work

The array of features in the app simplifies the consultants' preparations for client meetings and reduces the time spent on related administrative tasks.

*“We are very pleased that we will be able to use the benefits of the*

*system at work, such as business cards scanning and navigation to a meeting with a client,”*

**Egon Zorád revealed the features SARIO plan to implement next.**



### Better overview of activities

Resco Cloud allows SARIO not only to effectively share vital business information, but also provides greater visibility of each consultant's and team's activities.

*“Last but not least, it is extremely important for us that the deployment of the system contributed to the motivation and productivity increase of our consultants,”*

**concluded Egon Zorád, director of Foreign Trade department at SARIO.**



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