

SOFTWARE SOLUTIONS MAKING E-BUSINESS

safe

At a time when e-business is skyrocketing, Happydoo is offering companies a comprehensive and secure management solution for online sales. Their "H2Ebusiness" package comprises three modules: H2Etraffic, H2Epayment and H2Eaccount. Daniel Droetto, Chairman of Happydoo SA, gives us the details.

DANIEL DROETTO IS KEEN TO start by pointing out that his company operates in a strong growth market, has had a healthy balance-sheet from the outset and has been unusually stable for a market where the number of players is constantly changing. "Today, our 10 payment solutions (including Visa and MasterCard), which have been operational for several years now, offer a variety of different economic models to meet every kind of online and offline trading situation."

Happydoo's H2Ebusiness offer is presented as a guarantee for the trader that he is choosing a steady partner, closely involved in the success of its clients' businesses. By way of proof, Daniel Droetto explains that

his company's income is directly linked to that of its clients.

"We have been working in e-business for more than 10 years, which is a guarantee of security, he says. In addition, our staff consists of 21 people in 2 sites; our head office and sales departments in Mérignac and our technical services in Saint-Étienne. Our client portfolio contains almost 1,000 Internet traders representing a total of 140 million euros processed for 1.2 million users of the system since the creation of Happydoo."

The company's situation is so positive that Happydoo is planning on floating it on the Paris Stock Exchange to attract suitable investors. Subject to authorization, the aim of this operation is to accelerate the company's

growth and add to the services it offers traders. E-business is a rapidly expanding sector on the incredibly vibrant Internet marketplace. It is also one of the most buoyant with growth of more than 42% in 2006, according to the e-business index published by the Journal du Net.

A RAPIDLY EXPANDING MARKET

Daniel Droetto nonetheless recognises the difficulties traders have in going online to develop their mail-order sales. "For these sales professionals, Happydoo now offers a turnkey product, H2Ebusiness, which is part of a complete e-business-oriented strategy dedicated to the development of the client's business with upstream and downstream solutions

designed not only to develop online sales, but also to stimulate website visits and take over the day-to-day management of the site."

In practical terms, H2Ebusiness comprises H2Etraffic to stimulate visits to the site, H2Epayment to convert visits into turnover and finally, H2Eaccount to manage the results.

The package also comes with an offer that covers the management of offline and international business. Lastly, we would like to point out that Happydoo not only creates software solutions (white brand concept for visual adaptation; multi-currency and multi-lingual...), but has also published a prepaid payment system with 4 licences, and an e-banking system with one licence. ■