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Consulting Project International
Market Research
for **Abraxas Informatik AG**

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Market analysis in the Romandy for the future of tax solutions

The Swiss market for tax solutions is a niche market with high specialization and few possibilities for expansion. Abraxas is the leading provider in German- and Italian-speaking Switzerland and wants to expand into the Romandy market. The aim of this project was to conduct a market research in the western cantons of Switzerland.

Proceeding

To properly analyse potential entry points into the market in the Romandy, it is essential to gain qualitative insights into each tax division of the respective cantons. In order to do that, the project team conducted three qualitative in-depth interviews with high-profile executives in the responsible tax division. The interviews were held in French to ideally evaluate the possibility of a market entry into the three cantons of interest. The cantons were Fribourg, Geneva and Neuchâtel. In the interviews, the team wanted to explore, how satisfied the departments are with their respective software and how likely a change in the near future would be.

Results

Switzerland has an emerging desire for standardization of taxation processes and systems. In this context, Abraxas Informatik AG wants to enter the market in French-speaking Switzerland and establish itself as the leading provider of taxation software solutions in the country.

Abraxas Informatik AG has to meet three requirements to enter the market. The company must be stable, have a skilled workforce and speak French. In French-speaking Switzerland, the taxation process is managed by cantons, while municipalities have only minimal decision-making power. Abraxas Informatik AG should develop software that will follow the whole taxation process and be modular. Furthermore, the software should be based on a technology that will last over time and be compatible with external solutions.

Finally, to facilitate the company's integration into the French-speaking market, Abraxas Informatik AG may attempt to proceed in a joint venture.

ost.ch/praxisprojekte-wi

Abraxas Informatik AG, St. Gallen / Zurich

Abraxas is the leading provider of end-to-end IT solutions for the public sector in Switzerland and offers software solutions for the taxation of cantons and municipalities with a comprehensive solution portfolio. The company employs more than 900 people and its value proposition is to work on the digitalization of administrations. Abraxas pursues trust and security in every service they provide.



Client

Abraxas Informatik AG Zürich,
Yves Suelzle, Head of Product Management Tax Solutions
www.abraxas.ch

Not only conducted the OST project team some demanding interviews with leaders in a rather complex field of expertise but also came up with a range of thorough strategic recommendations. Those recommendations and the insights from the interviews will influence our strategy on how to enter this interesting market. Having said this, we were delighted to see the drive and commitment that the project team has shown.



Coach

OST – Eastern Switzerland
University of Applied Sciences
Dr. Stefan Ch. Ott

It was an exceptional project. To achieve the project goals, the team had to conduct only a few interviews with exceptionally high-profile interview partners. The team succeeded in acquiring these through great effort. This enables Abraxas to gain exquisite insights for entering the market in French-speaking Switzerland.

