



## RealDolmen announces the acquisition of Travi@ta

RealDolmen announces that it has acquired Travi@ta on 23 July 2013.

Travi@ta is a Microsoft Gold CRM Partner and is considered a leading CRM solution and services provider in Belgium. This month Travi@ta again received the Microsoft Inner Circle Award, making it one of the top 50 CRM companies in the world. The Diegem-based company employs 35 people and generates revenue of approximately €4m.

Travi@ta's acquisition fits perfectly with RealDolmen's overall single-source offering and significantly strengthens the Customer Engagement Management activity within its Business Solutions division. Alternately, the know-how of RealDolmen will benefit the Travi@ta clients and give them access to a broader and integrated range of IT skills and solutions.

The new combined Customer Engagement Management entity within RealDolmen shall employ over 70 professionals and will be managed by Wim Geukens, co-founder and General Manager of Travi@ta.

Robin De Witte, Managing Director of the Business Solutions division declares, "I am excited with the acquisition of Travi@ta. Customer Engagement Management is critical for all companies who want to position themselves in the age of the new digital customer. We welcome a team that significantly strengthens our overall CRM skills through a highly professional, proven and business centric approach."

Wim Geukens, declares: "Since 2003, Travi@ta has become a leader in the Belgian CRM market with strong focus on Microsoft Dynamics CRM. Joining forces with RealDolmen will make us the absolute leader on the Belux market, and will provide our clients with access to a complete ICT solutions portfolio. For the workforce of both companies it offers exciting opportunities to further develop within a rich and dynamic environment. "

Marc De Keersmaecker, General Manager of RealDolmen concludes, "RealDolmen's goal is to make ICT work for the business of our customers. CRM sits at the core of the business of many companies, so I am delighted that this acquisition makes us even more capable of enhancing our customer's sales and operations. Over the years, the people of Travi@ta have built a very highly-regarded reputation in this specialist field, so we are proud to add their expertise to our own."

---

For further information on this press release:

Robin De Witte  
Managing Director Business Solutions  
[robin.dewitte@realdolmen.com](mailto:robin.dewitte@realdolmen.com)  
Tel. +32 2 801 43 13

Wim Geukens  
General Manager Travi@ta  
[wim.geukens@traviata.eu](mailto:wim.geukens@traviata.eu)  
Tel: + 32 473 320 727

**For further information about RealDolmen, visit our website [WWW.REALDOLMEN.COM](http://WWW.REALDOLMEN.COM)**

### **About REALDOLMEN (BRU:REA)**

RealDolmen is an independent single source ICT solutions provider and knowledge company with over 1,600 highly skilled IT professionals and more than 1,000 customers in the Benelux and France. The company offers innovative, effective and reliable ICT solutions and professional services designed to help its clients achieve their objectives by optimizing their business processes.

