



IKO System raises €2.5 million to automate B2B sales prospection

Paris, France – 02/22/2016. IKO system publishes a predictive analysis SaaS platform that allows B2B companies to identify their future customers and automate sales prospection. The company has finalized a first round of fund-raising of €2.5 million from Naxicap Partners, 3T Capital and Bpifrance to speed up its European development.

Since 2011, IKO System has supported its B2B clients in optimizing and industrializing their sales prospection. The IKO System platform helps solve two problems in B2B prospecting: generating qualified prospects and automating scheduling meetings with decision-makers. Salespeople can avoid the tedious search for prospects and telephone calls to contact their target prospects.

IKO System counts world leaders (Oracle, Adobe, HP, Infor) and high-growth SMEs (Marketo, Talend, TIBCO, Augure, AT Internet, Tidemark) recognized for their sales teams' quality and performance among its 200 clients.

“Tidemark Europe has put IKO at the heart of its lead generation approach. Our incoming lead flows have grown significantly since implementing their platform. We were able to set up qualified meetings with our target audience,” says Jérôme Lefebvre, Vice-President EMEA of Tidemark

Benoit Gourdon, co-founder of Neolane and current CEO of TellMePlus, participated in this round of fund-raising and shares his experience with the founders as a member of IKO System's management board.

“Marketing teams contribute up to 40% of their sales force's needs in leads. Therefore, in the meantime, salespeople must spend time in prospection and generate the 60% of leads that will allow them to reach their objectives. By implementing IKO System, our clients give their sales teams the means to structure and automate prospection, generating 5 times more meetings,” explains Marc Rouvier, CEO and co-founder of IKO System.

“In addition to concrete results - new client meetings - IKO System gives directors the visibility to reach their growth objectives,” adds Antoine Le Masson at Naxicap Partners.

Named Cool Vendor 2015 by Gartner in the field of *Predictive Analytics for B2B Sales & Marketing*, IKO System will strengthen its positions in Europe through this fundraising and speed up its international development.

“Thanks to this fundraising, the quality of our products and our teams, we will double our number of employees in 2016 in order to continue innovating and supporting our clients in implementing their growth mechanisms,” adds Marc Rouvier.

About IKO System

IKO System publishes Europe's leading predictive analysis platform for generating B2B leads and automating sales prospection.

IKO builds an "ideal client" profile by analyzing its clients' sales environment with over 100,000 public and private information sources (news, blogs, social networks, public sites, etc.). IKO Systems uses a database of 160 million companies to offer a continuous feed of prospects with the greatest probability of becoming a client. Salespeople can then build engagement scenarios to ensure a continuous flow of new meetings.

IKO System is committed to giving its clients a customer acquisition mechanism that meets their growth objectives.

More information at: www.iko-system.fr

About Naxicap Partners

A reference actor in private equity in France, NAXICAP Partners has €2 billion of capital under management. As a committed and responsible investor, NAXICAP Partners builds solid, constructive partnerships with entrepreneurs to help their projects succeed. A subsidiary of Natixis, the company is organized into 3 teams: Innovation & Growth, Small Caps and Mid-Caps that bring together 37 investment professionals in 5 offices throughout France: Paris, Lyon, Toulouse, Strasbourg and Nantes.

For more information: www.naxicap.fr

About TELECOM TECHNOLOGIES TRANSFERT (3T Capital)

3T Capital is an independent venture capital corporation and partner of Institut Mines-Télécom specialized in financing technology transfers and launching innovative businesses in the information and communication technologies sector at the seed-funding and start-up phases. Its main shareholders are the European Investment Fund, through its framework program for the European Union's competitiveness and innovation, CDC Entreprises through its FSI France Investissement program, and Institut Mines-Télécom. 3T is managed by experienced entrepreneurs who have themselves created, developed, and successfully sold technology businesses.

For more information: www.3tcapital.com

Press contact:

Robin Nichols

Marketing Consultant

+ 33 (0)1 80 89 53 93

Robin@iko-system.com

IKO SYSTEM | 20 rue du Sentier 75002 Paris | France



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