

Merlinia selects Swan Distribution as Nordic distributor of OutBack

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Rennie Petersen
Manager
Merlinia ApS

The cooperation with Swan Distribution provides Merlinia with access to the whole Nordic market

An increasing number of companies have during the past months discovered the benefits of an OutBack solution. This includes companies like Konica Minolta, Red Barnet (Save the Children Denmark), Odense Brandvæsen (City of Odense Fire Department), FORCE Technology and others. The increased demand has encouraged Rennie Petersen, the Manager of Merlinia, to engage in a close relationship with Swan Distribution. The target is the Nordic market.

“In view of the growing demand for OutBack we are very happy with the cooperation with Swan Distribution. There is no doubt that OutBack rapidly will prove to be a very valuable solution for both resellers and end-users”, says Rennie Petersen, Manager at Merlinia ApS.

“This agreement is also of great value to Merlinia, as it will enforce their strategy of building a stronger presence in the Nordic market”, continues Dennis Wøldike.

“Swan’s increased focus on OutBack results in a number of new activities, one of which is to increase our technical knowledge in order to be able to provide our resellers with optimal consulting and service”, concludes Dennis Wøldike.

OutBack 3.0 – great expectations!

Merlinia has just launched OutBack 3.0 – a new version that has many promising new features.

Among the new features of OutBack 3.0 is an SMS Gateway. This means that it is now possible to have an overview of employees that are often away from their desks – or don’t even have a desk!

The employee can update the message displayed in OutBack by sending a simple SMS. This enables the receptionist to determine if or how the employee can be reached, resulting in largely improved service and customer satisfaction.

The SMS Gateway also provides integration between mobile phones and the company’s phone system. This is especially useful if the customer has integrated OutBack with the company phone system as this then enables the employee to reprogram his desktop phone.



Dennis Wøldike
Director of Sales
Swan Distribution

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Director of Sales
Swan Distribution

About Swan Distribution

Swan Distribution is a software distribution company headquartered in Denmark with offices in Finland, Norway and Sweden. Swan Distribution was founded in 1990 and employs approx. 50 persons. Main focus is on value-added distribution of IT security products. In addition Swan distributes a number of networking and communication products.

About Merlinia

Merlinia ApS is a software development company focused on producing and marketing PC-based products for the business market. Merlinia is a wholly owned subsidiary of Falconholm International.



About OutBack

Merlinia OutBack is a tool that gives receptionists and all other employees in a company a complete real-time overview of which persons and resources are available. The employee notifies his absence with a push on a single keyboard button or by creating appointment in his calendar. This enables everybody in the organization to find the relevant person quickly and easily. Merlinia OutBack gathers information from existing systems, typically Microsoft Exchange, Lotus Domino or an ODBC database, and presents it in a simple and comprehensible way.

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