

M-FILES MARKET DEVELOPMENT IN SWEDEN



FORWARD WITH JOY

About M-Files

M-Files is the most visionary leader of Enterprise Content Management market, delivering its SaaS based M-Files software.

As the company wanted to grow its market share in the Nordics, it created a go-to market plan together with Stiernkors and asked for our help also in leading the implementation of the first steps of the plan in company's new territory.

Growth & Impact

M-Files recruited and enabled a new core team of five top professionals in Sweden and started sales & marketing activity during a challenging COVID-19 period in 2021.

“With Stiernkors’ experienced guidance, we managed to make a successful market entry to the most central market in the Nordics.”

Anders Edlund, VP Sales Nordics, M-Files



500+
EMPLOYEES



600+
RESELLERS



8000+
CUSTOMERS



110+
COUNTRIES



FINLAND



UNITED STATES



UNITED KINGDOM



FRANCE



GERMANY



AUSTRALIA



CANADA

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Enable Growth Employing a Simple & Sharp Strategy

Find, Employ & Enable the Best Talent for the New Front

The "Old Front" - the home market, was slowly saturating, so M-Files had long ago realized that succeeding outside home market was a must, but doing that was harder than ever imagined.

Any company growing over 30% YOY needs to consider changing recipes of success eventually.

Stiernkors consulted M-Files in go-to market planning and implementation. This included:

- Onboarding a new sales team in Sweden
- Managing the new Team remotely during difficult COVID-19 period, ensuring Sales & Marketing alignment.
- Setting up a productive, focused outbound sales path with strong activity using referrals



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