

Hello, my name is... XERA!

Out of all names that were suggested we picked XERA as the new name for our Robot. Thank you for all your lovely suggestions and congratulations to the winner.

XERA wants to wish you a very happy Christmas and a wonderful 2015 on behalf of our whole team.

[Check out our robot >](#)



SERA & ICOB

Together with one of our larger clients in the Netherlands we were featured on the cover of local business magazine Alphen INTO business.

The article describes how we automated the complete supply-chain from (B2C) webshops to the picking lists in their multiple warehouses.

ICOB.nl is the main B2B webshop, VoordeelboekenOnline.nl is the main B2C webshop which also uses the largest retailer in the Netherlands, Bol.COM, as a sales-channel. Click on the link below to read the complete article (Dutch)

Click on the link below to read the complete article (Dutch)

[Read the complete article >](#)

SERA wins FD Gazelle Award

Because SERA is one of the top-300 fastest growing companies in the Netherlands we won a FD Gazelle Award. A yearly award given out by business newspaper 'Financieel Dagblad' and business newsradio channel 'BNR nieuwsradio'.

This top-300 list is based on the average growth per year over the past three years. The minimum was an average growth of 130% annually. Most of this growth comes from internet concepts we develop for our clients which generate new business for them.

[Check out our awards >](#)



ippies.nl project online

After months of work the new ippies.nl is online, a large online cashback website. ippies recently received an investment from Finnish media conglomerate 'Sanoma'. Part of this investment lead to the redevelopment of their website and back office.

[Check out the new ippies.nl >](#)

Shell testdrilling reports

In the search of new oil fields Shell does many testdrills world wide every year. Not only to check for the presence of oil but also to map the composition of the soil. All this data including 50 years of history is safely stored within SERA and can be looked up very quickly.

[Contact us for more information >](#)



sera

mail: info@serasoft.com

Phone: +31 172 473430

[Helpdesk](#)

[Unsubscribe](#)