



Daan de Wever

# Destiny

## The cloud communicator with its feet firmly on the ground

*Converting the excitement of new technology into solid commercial success demands both vision and a strong grasp of practical realities. That's been the story of communication service provider Destiny. We asked founder and newly appointed CEO Daan de Wever to explain how his company has already achieved so much.*

### How has your company achieved such fast growth since it began in 2008?

**Daan de Wever:** My brother and I started the company to focus on one specific market—mid-sized companies with 20 to 500 employees. This market is underserved, because these firms are too small for the corporate telcos and too big for the telephone shops.

Because of this, our churn rate is very low. Really, all we can do is grow.

Our strategy right from the start was to invest heavily in sales people and allow the technical side of the business to follow. We also listened to customers and unlike big telcos, we offered a modular approach, letting customers build the system they needed. Expansion across Europe came naturally, as our Belgian customers wanted us to serve them in other countries.

In the next two years, we hope to have offices in the Netherlands, France and Germany, and for our growth to see us back in the next Deloitte Fast 50!

### Having become CEO two months ago, what are your short and long-term objectives?

When we founded Destiny, we took on Marc Destrée as CEO because, at 28, I wasn't ready for the task. He brought the knowledge and experience we needed for the first phase of Destiny. I have succeeded him as we enter a new phase.

In the short term, we must manage our changing business culture to maintain success. We have been entrepreneurial and small. But in two years we grew

from 20 to 50 staff and more is to come. Human capital is becoming more and more important and it's critical that our people still understand our business values as we grow.

Last year we launched a project to become a more efficient, scalable organisation. Continued success means that we need the right systems, processes and people.

Another goal is to find the right investors for our next phase. Consolidation is coming to the market, meaning that within the next five years, we need to be strongly positioned as an attractive leader in cloud communication.

### What has been the impact of your Fast 50 nomination?

Recognition from Deloitte gave our people pride in their hard work and helped create a very positive vibe internally. It has also generated valuable attention from the press and analysts, and from potential investors. I've learned that the Deloitte Fast 50 is a trigger for many venture capital funders.

### What advice do you have for fast-growing technology companies?

One word: focus. Be really focused. 95% of our pitch to investors back in 2008 is still the core of what we do—we have remained very focused on our chosen market.

It's also important to have a strong team and to know your own strengths and weaknesses. I've seen lots of amazing business ideas in the technology sector, but those that will succeed have a strong team behind them.

