

# Weepee

## Making technology work for growth



Joeri van Dooren & Johan Meire

**Weepee is one of the communication revolution's success stories. Its founder began building voice applications before the IP telecoms market opened up and launched Weepee in 2007 with just two people. Business has exploded over the last couple of years. Turnover and staff numbers have jumped considerably and the company is now expanding into new media. Weepee Operation Director Johan Meire told us more.**

**Johan Meire:** The core of our growth is in voice technology over IP. In the last few years, we've set up a large indirect channel including telephony integrators, IT integrators and even individual stores selling VOIP. We've secured a strong position in the B2B market with SMEs and we're now attracting attention from larger enterprises.

The other side of Weepee is their IT and network infrastructure business. They work with software partners to host their infrastructure and one area of speciality is high volume transactional systems. While much of their current business comes from Belgium, they work with a number of international customers and are looking at expansion across Benelux.

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Johan Meire, Operation Director, Weepee

### **Fast50 raises the bar for Weepee**

Being a Fast50 winner is great recognition of our past performance. But it also sets a challenge for us, because we want to maintain a high level of achievement. Fast50 also presents the opportunity to learn from other winners and it may even open the door to new partnerships.

Fundamental to Weepee's success is commitment to a simple principle: the technology must work. Despite being around for some time, VOIP is only now gaining momentum. The industry is consolidating after a period of fragmented development; we're on the right side of that consolidation. We're now looking at product diversification and working on new strategic initiatives for future growth.

### **Innovation seeds further expansion**

Hiring technology enthusiasts - great people with great ideas - helps maintain the company's open culture. Anyone can contribute, says Johan Meire. Then we take the ideas to see what's possible. We combine them with business opportunities to get results. The big new idea at Weepee is a system for distributing television and video over the internet. Through Weepee New Media Ventures, a new company with private investment backing, technology solutions are being developed for a market with enormous potential. We're positioning ourselves as an integrated service provider. We move signal from A to B in a cost-effective way, taking in content from providers and distributing it to users. It's an exciting new market, more technologically complex than telecoms.

### **The challenges facing Weepee**

We're always looking for more good ideas, says Johan Meire, but at the same time we must keep the business engine running smoothly, even as the market changes around it. Television and video is seeing huge movement right now, with new offerings being announced all the time by technology companies and content providers. At the end of the day, the way the market develops will depend on what the consumers think. We're listening very carefully and innovating very fast to stay in tune with our customers.