

actesy in the startup focus of the HSG

With the series “HSG Startup in Focus”, the University of St. Gallen provides regular insights into companies founded by HSG alumni. actesy is also one of more than 100 HSG spin-offs and HSG alumni, whereby actesy aims to revolutionize IT integration with their unique technology.



St. Gallen, 26 Juni 2020

CEO Alumnus Andreas Imthurn gives an insight into the world of the start-up's actesy and talks to us about the details from the founding, challenges and future goals.

THE BUSINESS IDEA:

By using our innovative technology to easily connect different IT systems and automate cross-system processes, we scale the potential of the existing IT infrastructure with our tool without replacing the proven legacy systems. It is also possible to expand the IT landscape in a modular fashion, regardless of the providers and their standards already in use. We are thus not only creating a new standard for digitization, but also setting new standards in terms of implementation speed and cost efficiency. Leading consulting companies therefore work with our solution.

THE BEST THING ABOUT INDEPENDENCE:

With our innovative team, which now has over 18 employees, we try to push unconventional ideas and break new ground. Thus, our startup acts as a place of inspiration that inspires thinking and acting, which would never be possible to this extent in established companies. In this sense, we completely follow the HSG credo “From Insight to Impact”.

THE MOST VALUABLE EXPERIENCE:

The most valuable experience we have been able to gain in the start-up business so far is in the people business. That means gathering around you as many people as possible who are better than you are. On one hand, this makes everyday work easier, on the other hand you can learn and grow a lot from these people – both personally and in business.

THE GREATEST CHALLENGE:

The biggest challenge in each of our projects relates to the innovativeness of the companies. Although many companies are convinced to be innovative, they are anything but willing to break new ground in digitization projects. They only want to use solutions that have proven themselves a thousand times over. However, this means that they are starting from the second row and it is hardly possible to reach the top.

An Advice FOR FUTURE FOUNDERS:

For future founders we can only advise: “Just do it!” We at actesy also support start-ups in technical matters and sometimes even provide capital.

FOR THIS I AM GRATEFUL TO HSG:

Since I studied at the HSG myself, I was equipped with a comprehensive toolbox with which I have been able to successfully master all challenges in everyday business life. I have also been able to meet many interesting people from the alumni network over the past few years. People meet you with a unique openness. Almost everywhere you meet open doors. The exchange and cooperation with such people is simply amazing fun!

GOALS FOR THE CURRENT YEAR (2020):

Our goals for the year 2020 are to agree on cooperation with at least two other leading global consulting companies.



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