

Our structure

what's in the name?

We are often asked how the organization was founded and what the mutual relationships are.

For every question there is an answer and this is the answer to the above question.

From 2015 we are leading in the Netherlands in the field of consultancy in the field of redundant licenses, not yet as a Microsoft Partner and/or with hybrid Cloud solutions. We have established ourselves as an independent licence consultant and, among other things, we have made a name for ourselves by inventorying and cashing in on the bankrupt Royal Imtech NV licenses.

We received more and more requests to provide licenses in addition to only consultancy, but we did not want to give up our independent advisor position yet.

We started looking for a partner with whom we would initially serve the Dutch market. I think we first got in touch with Ronny Schausten, at that time the managing director of Lowsoft GmbH and S2 Software, in 2017. We traveled to Germany and it quickly became clear that we could play an important role for each other.

Ronny Schausten, Roel Theunissen and Mischa Hulsing founded LicentiePro BV, whereby Roel and Mischa together own 2/3 of the total shares.

LicentiePro BV was born and after an excellent first year, the turnover has continued to grow and we have further professionalized.

Who are now active for and/or from LicentiePro BV?

Roel Theunissen => General Manager (shareholder)

Ronny Schausten => Purchase (shareholder)

Mischa Hulsing => Research & Development (shareholder)

Mark van Meteren => Sales Manager NL

Olaf van Cronenburg => Sales Manager Belgium

Jacqueline Bobbink => Back office

John Zijlmans => Microsoft Professional / SAM

After the success in the Netherlands, we put Belgium on hold in the beginning and we focused on the franchise in 2019 and also welcomed the first franchisers. Ana and Michel (also a Dutchman) are the franchisers in Spain. Mischa knew Michel through a mutual friend and even went on winter sports with Michel one or more times in the 1990s with a group of friends. It was very nice to meet again after all these years in a completely different country (Spain) and in that capacity.

The agreements were quickly made and the start in Spain was a fact. We are now a few years later and we have all learned a lot in the meantime. In Spain they now work with a salesperson in addition to the 2 owners and Roger is now so busy that they are also looking for a second salesperson to support Roger and further develop the business. Portugal is a region that is optionally available to Spain, all actions we take regarding Portugal are done in consultation with our partners in Spain.

The agreements with Ronny are clear, we work together in the Netherlands, Belgium and with the franchiser in Spain (and Portugal). Which means that we do not operate independently of each other and/or generate revenue in those regions.

With regard to our plans and further expansion in Europe, the vision of Roel and myself did not match that of Ronny. After consultation, we have jointly decided that we will let the companies that already exist continue in the same form and that we (Roel and I) and Ronny will expand in Europe in our own way and separately. It is true that we are actually 'competitors' for the countries outside the Netherlands, Belgium and Spain (possibly Portugal). But also keep in mind that this is relative, when you consider that the purchase of the required licenses can be ordered with the same ease from Ronny and Ronny is also part of it. With regard to purchasing in general, so also for the Netherlands, Belgium and Spain, we buy in, whereby the margin is the best for all participants. We are therefore not obliged to buy from Ronny and that also guarantees that we can always be competitive!

In fact, Ronny is a competitor in the countries where we are not active together and we can't argue with that in that sense. What is a fact is that we approach the market in a different way, we only work with local partners and do not see the "google method" as the main method of attracting customers. That is also where our vision for Europe was different from Ronny his vision and we decided to go our own way!

It is therefore clear that Ronny is an outsider / competitor for the countries outside our cooperation agreement (NL, BE, ES), and this must be taken into account with information and questions towards him and his employees.

Ronny is (or has been) active in Germany and Europe under different names, such as; Lowsoft, S2 Software, Trusted License.

I think that makes it clear how we and you stand and how the relationships are.

Continuing with the structure that is important to us 😊.

We have set up a number of entities with regard to the franchisers in order to be able to easily separate things from each other. If a company name is followed by BV in the Netherlands, it is the same as GmbH in Germany, the company is then a legal entity.

LicencePro Franchise BV

This is the company where we have housed the franchise formula.

LicencePro Broker BV

This is the company from which we coordinate our wholesale activities. This will therefore also be the company that will invoice the purchases of the franchisers and the company that will purchase redundant licenses from customers.

LicencePro Subscription BV

This is the company from which we offer the Cloud and Hybrid Cloud solutions.

This is part of our vision to become and remain a strong European player.

For now, we have completed the rapid growth of the franchise and the dust is starting to settle and we are professionalizing to ensure we can continue to grow.

Who can you contact for what within the franchise?

Roel Theunissen => you can contact Roel for everything that has to do with larger quotations and deal-making.

Mischa Hulsing => for all possible questions, as a point of contact, for support and support, the websites, CRM and quotation system (May 2022 active for all franchisers)

Micha Klijn => for all possible questions about becoming a Microsoft Partner and finding partners, LinkedIn, posting posts and infomercials.

Jacqueline Bobbink => can provide help from the back office with standard quotations and standard questions regarding procedures for deliveries, etc.

Mark van Meteren (NL) and Olaf van Cronenbrug (be) => are experts in approaching potential customers and partners and can help you with existing cases and support where necessary at every moment of the customer contact and approach.

John Zijlmans => With 35 years of experience, John is our Microsoft guru and able to give you advice with Sam and/or audits.

In itself it is an excellent starting point to include me (Mischa Hulsing) in all communication or even to start by submitting an issue to me, I will ensure that your issue is addressed as quickly as possible within our organization and answered. Then keep it nice and simple!

We see different names, how about that?

That's right, we use different names and I can imagine that this can be confusing and sometimes even unclear. I will try to explain this.

Name: LicentiePro

In the Netherlands and Belgium (together with Ronny), we chose the name LicentiePro, which is actually an acronym for License + Professional in Dutch.

Name: LicenciaPro

If you translate the Dutch name LicenciaPro into Spanish, you get the name LicenciaPro and this too is an acronym only in Spanish 😊.

Name: LicencePro & LicensePro

For the franchise we wanted an international name that was clear for what we stand for and that also clearly shows where our roots lie!

Now we use the name with a "c" and with an "s". There are 2 reasons for this 😊.

The first reason is that Microsoft is an American company and a "right of use" (which is a license) is written in American English with an "s", so as follows: License.

To make things more confusing, a "License" in English is a driver's license and not a right of use, because then you have to write it with a "c", so like this: Licence.



In England, Kevin naturally wants to use the spelling that is 'correct' in English for that reason and we can fully understand there.

In addition, it is also a name that, in itself, is not distinctive enough to be registered with European trademark law. Then a very specific logo would have to be added, which can then be recorded in that combination. We did not think that adding enough and overshooting the target.

There was also the issue that choosing to use it with a "c" or an "s" doesn't really make any difference if it's built from scratch in a new region. If the URLs were both available in a certain region, we registered them both and sometimes also bought them. If one url was already registered in a region, we chose to simply register and use the other!

Do you have questions or need my assistance? I'm also available during the weekend.

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