

Libersy finalizes seed round funding
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Dutch Libersy can now accelerate roll-out of web based booking application for service providers and directory services

Libersy, a Dutch booking software and solutions company, announced today that it has finalized the last part of the seed round funding (> 1.5 M euro) from several Dutch investment funds (Flevoland Technofund, REOF Fund, Shamrock Ventures, Value Creation & Company and a few angels), including a SenterNovem government support.

Libersy delivers a flexible, web-based solution that supports service providers in their booking process. At last, service providers can market themselves on the Internet, being available for bookings 24/7 and accept online payments. Any company that maintains time schedules for renting out their services to customers can now in 15 minutes extend their existing booking options (telephone, fax, e-mail, at the desk) with an online presence. Customers will be able to click on the 'book-me-now' button and book a service from the time slots available. The Libersy environment will present the availability to the customer and make time slots and resources bookable.

The system provides advanced features such as setting up and editing SMB booking pages, making bookings and providing notifications through cell phone and mobile device, allowing for up-front payments through internet, an advanced calendar for efficient scheduling of resources and making these available for booking, local promotions outlook synchronization

The Libersy Booking 'Package' is the perfect e-commerce solution for service providers to market their services and sell their empty time slots. For Marketing and Distribution Partners Libersy offers an easy to implement 'Click-to-Book' concept, skinable in any brand. Libersy will be first to market in offering 'Time based' local search on services.

The company was founded in 2006 in the Netherlands by entrepreneur Karin Loeffen, who envisioned the growing need for online reservation of services as a next step for the internet. She was joined by CTO Hans Masing, previous professor in Database Programming at the University of Michigan. Together with their R&D team they created the technology that enables SMBs and service providers to sell and market their time across the Internet. Libersy did a successful pilot with KPN and is now rolling out internationally with both local and international players

Late 2007, Libersy was already strengthened by the help of strategical investor Value Creation and Company (VC&C). Libersy senior Management team is augmented by its strong industry advisory team, which includes internet veteran Daniel Harple (CEO of Gypsii Geosolutions, Shamrock Ventures, previously Senior Vice President of Netscape), Aldebert Wiersinga, Jos Bourgonje and Martijn Kruiswijk all at Netherlands based VC&C.

Libersy is based in Almere, The Netherlands and has offices in Ann Arbor (Michigan, US) and Amsterdam.