

## Press Release

Paris & Madrid, 27 of June 2024

### **Inetum boosts its Salesforce capabilities in Europe with Nubika acquisition.**

**Inetum's acquisition of Nubika, a certified Salesforce Summit Partner, adds 80 specialized professionals in Spain and expands the company's cloud capabilities, solution services, and position in various sectors such as consumer goods and e-commerce, as well as the public sector.**

Nubika, a consulting firm founded in 2016, provides comprehensive solutions to improve sales efficiency and user experience for companies in all industries. Their customer-centric approach and expertise are recognized in their market. With this acquisition, Inetum enhances its leading Salesforce practice, applied to public sector, e-commerce, consumer goods, automotive, and logistics.

Jacques Pommeraud, Chairman and CEO of the Inetum Group: *"Inetum solidifies the leadership of its Salesforce practice with the integration of Nubika. With over 400 Salesforce experts and 550 certifications, Inetum is well-equipped to make our large clients win and delight their customers."*

Manuel García del Valle, CEO of Inetum Iberia&Latam: *"We believe that Nubika's success in the mature Salesforce market proves that there is still room for growth. In Spain, where the market is fragmented with smaller companies, Nubika holds a leadership position with a team of highly specialized professionals. At Inetum, we work to offer our clients integrated solutions, help them with new technologies, and Nubika perfectly complements our existing portfolio."*

#### **Creating and Capturing Specialized Talent**

*"Nubika's commitment is a commitment to talent management,"* says Manuel García del Valle. Inetum will benefit from Nubika's contracts with universities and training centers to accelerate talent acquisition programs, with a focus on the hub in Murcia. An academy will be implemented to attract new talents and align Inetum's Salesforce Academy with Nubika's training programs: Nubikacademy & NubiLabs.

#### **About Inetum**

Inetum is a European leader in digital services. The team of 28,000 consultants and experts at Inetum strives every day to make a digital impact on businesses, public sector entities, and society. Inetum's solutions aim to contribute to the performance and innovation of its clients, as well as to the general interest. Present in 19 countries with a dense network of centers, Inetum collaborates with the main software manufacturers to face the challenges of digital transformation with proximity and flexibility. Driven by its ambition for growth and expansion, Inetum generated a turnover of 2.5 billion euros in 2023. For more information, visit [www.inetum.com](http://www.inetum.com)

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