

Press release

Paris, Casablanca, 26 April 2022

Inetum strengthens its capabilities in Africa with the acquisition of the leading Sage partner EditInfo-IT

Inetum, a leader in digital services and solutions, announces the acquisition of EditInfo-IT in Morocco, a specialist in the integration of management software for SMEs and mid-market players. Inetum thereby consolidates its capacity to intervene in the consulting and integration of Sage solutions to support the digitalization of customer relationship management for African companies.

Inetum addresses its clients' needs by offering them quality support in information-system management. The acquisition of EditInfo-IT in Morocco contributes to the Group's growth on the African continent by strengthening its ability to integrate and offer the best digital solutions for its clients and partners locally. By developing its presence in the mid-market, the global IT services company is pursuing its UPSCALE23 strategic plan.

EditInfo-IT, a benchmark Sage partner in Morocco and in Africa

Since 1986, EditInfo-IT has been the specialist in the integration of management software for SMEs and mid-market companies in Morocco and worldwide. The team of some 50 employees has helped more than 2,500 clients to increase their performance, based on an ISO 9001 V.2008 certified integration methodology.

EditInfo-IT focuses on strategic axes for organizations, such as the development of customer loyalty through a unique Permanent Support Centre in Morocco with hotline support to run the implemented software, as well as an ongoing training centre. It also develops a portfolio of solutions and builds business skills based on SaaS and Cloud technologies for sectors like industry, retail, property, building and civil engineering, non-financial services and holding, banking and insurance, as well as public and semi-public services.

Inetum consolidates its SME offer in the Moroccan and African market

According to Hugues Ruffat, EEMEA General Manager of Inetum, "With this acquisition, Inetum expands its offer for SMEs and mid-caps on the Moroccan market and the African continent, with over 100 Sage experts to support our clients. The integration of EditInfo-IT will allow the Group to consolidate our positioning to support the development of local companies in their digitalization projects, and to accelerate their adoption. This base-building step will allow us to invest in vertical offerings that meet specific sector needs in Africa, and to expand our portfolio of SaaS and Cloud offerings."

Mohamed Sebti, General Manager of EditInfo-IT, explains further: "As a Sage Platinum Partner on all product lines, we have the highest level of certification. We are proud to bring the Inetum Group our recognized expertise in the implementation of management solutions." The company also offers benchmark solutions in the maintenance market.

The Group has for many years been pursuing a sustainable growth strategy in Africa based on proximity. Inetum operates in six African countries: Ivory Coast, Angola, Senegal, Cameroon, Morocco and Tunisia. Its team of more than 1,000 local experts and consultants enables the IT services company to meet the needs of a wide range of organizations, both private and public, in all business sectors.

About Inetum, Positive digital flow:

Inetum is an agile IT services company that provides digital services and solutions, and a global group that helps companies and institutions to get the most out of digital flow. In a context of perpetual movement, where needs and usages are constantly being reinvented, the Inetum group is committed towards all these players to innovate, continue to adapt, and stay ahead. With its multi-expert profile, Inetum offers its clients a unique combination of proximity, a sectoral organisation, and solutions of industrial quality. Operating in more than 26 countries, the Group has nearly 27,000 employees and in 2021 generated revenues of €2.2 billion.

About EditInfo-IT:

EditInfo-IT is a company that specializes in the integration of management software for SMEs and mid-market companies in Morocco and worldwide. Since 1986, EditInfo-IT has supported more than 2,500 clients as a performance driver based on an ISO 9001 V.2008 certified integration methodology. It puts the emphasis on developing customer loyalty through its ongoing support centre and EditInfo-Academy training centre. Its team of some 50 employees generated revenues of more than MAD 30 million in 2021.

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