

Press Release

Saint-Ouen, France, 27 April 2023

Inetum and AppLearn enter alliance to bring digital adoption best practices to more international Clients.

Inetum, the European leader in digital services and solutions and AppLearn, a leading Digital Adoption Platform (DAP) announced their partnership as part as the year expansion of the AppLearn Partnership Program. The collaboration will enable AppLearn to maximize and accelerate the use of their Digital Adoption Tools to more enterprises and develop new businesses and opportunities.

Inetum offers digital services and solutions that help companies and institutions to get the most out of positive impact of the digital flow. In this perspective, Inetum will be adding AppLearn's DAP solution to its Digital Workplace practice, to empower clients embarking on a digital transformation journey or undergoing a software optimization project.

The partnership brings together two leaders: the worldwide leader in digital adoption and a trusted and comprehensive technology solutions provider in EMEA and LATAM. Inetum partnership will further strengthen AppLearn's position within the EMEA region and widen Inetum's Digital Workplace solutions portfolio.

"By 2025, 75% of all employees will be millennials. Organizations and their IT departments therefore need to start today on preparing tomorrow's workplace—where structured and simple collaboration is of primary importance, all systems are connected to each other and access to systems by employees is a given, anywhere and anytime," affirms Emmanuelle Payan, Corporate VP, Financial Services Sector and Business Line Consulting Director at Inetum.

"AppLearn is proud to become the exclusive digital adoption technology partner with Inetum," says Matt Bruce, AppLearn's VP of Sales. "Inetum's expertise aligns well with the needs of our customers in the region. We look forward to supporting their key digital transformation initiatives to reduce the costs of employee onboarding and training by implementing a digital adoption platform. This new strategic partnership further extends AppLearn's reach into the important EMEA and LATAM markets, enabling customers to speed up the adoption of their tech investments and achieve rapid time to value."

For more information on AppLearn and the latest on the Partnership Program, including how to join, please visit applearn.com/partners/.

About AppLearn:

AppLearn is a pioneering digital adoption company on a mission to make software work better for everyone. AppLearn's digital adoption platform - Adopt - helps organizations to maximize their

investment in technology by adding personalized guidance and predictive analytics to any application or multi-app workflow. This guidance includes prompts and popups and works like Google Maps for software. It shows people where to go and what they need to know, right when and where they need to know it, while the platform analytics capture usage data and unlock workflow insights. Businesses can leverage analytics to track performance against key metrics and highlight any inefficiencies to fix before they turn into issues.

We are trusted by global HR teams in market-leading businesses across 100+ countries. In fact, organizations like Rolls-Royce, Prudential and Interfor are already using Adopt to make their software work better.

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 sectorial organisation, and solutions of industrial quality. Operating in more than 27 countries, the Group has nearly 27,000 employees and in 2021 generated revenues of €2.2 billion.

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