

Press Release

Sofia, October 1st, 2024

Do IT Wise, part of Inetum Group in Bulgaria, is becoming Inetum

Do IT Wise, an Elite Partner of the ServiceNow, will operate under the Inetum corporate brand as from October 1, 2024. This strategic change marks a significant step forward in the company's growth and international alignment as part of the Inetum Group, a European leader in digital services.

Inetum Group's in Bulgaria.

The acquisition of Do IT Wise in 2022, one of the largest independent ServiceNow Elite Partners in Europe and an award-winning consultancy company specializing in offering strategic advice, consulting, implementation, training and support on the ServiceNow platform, was a decisive step in consolidating the skills of the Inetum Group to strengthen its leadership of the ServiceNow offering in all markets where the Group operates. At the same time, the Group was opening an efficient and competitive delivery platform in Bulgaria that has further accelerated the development of its delivery platform on cutting-edge expertise.

The rebranding to Inetum reflects the company's strengthened global presence while maintaining its local dedication to clients and operations in Bulgaria. With over 28,000 consultants and experts worldwide, of which 190 based locally, Inetum is well-positioned to deliver digital solutions that drive innovation across business and society at large. An umbrella brand corporate change that also allows us to embody our main purpose: Digital impact, but faster and easier for the good of all. This is a compelling articulation of its commitment to its customers, employees and stakeholders to create a positive impact on the world through technology.

Borislav Borisov, CEO of Inetum Bulgaria, states: *"Our rebrand to Inetum is a reflection of our continued evolution as an international leader in digital transformation. While we have grown and expanded globally with the Inetum Group, we remain steadfast in our commitment to delivering personalized, local and impactful solutions to our clients in Bulgaria and Europe, as a nearshoring platform capability. This rebrand allows us to leverage our global expertise while staying connected to the local needs of our customers. Our Purpose reflects a unique way of seeing and doing things: working for our teams, bringing value proposition to our clients, and designing our role for society as a whole"*

Bulgaria: A key player for Inetum ServiceNow Global Practice

Bulgaria plays a crucial role in Inetum Solutions, particularly in the ServiceNow Global Practice. With over 9 years of experience in implementing ServiceNow solutions, the team has consistently achieved some of the highest client satisfaction scores in the ecosystem.

Marin Marinov, SVP Inetum Solutions ServiceNow Global Practice: *"Do IT Wise acquisition was essential to accelerate our ServiceNow strategic partnership and Inetum Bulgaria will continue to be in the forefront of our strategy to expand further our offerings and capabilities, as it offers a deep pool of highly skilled talent, making it a vital center for delivering world-class ServiceNow solutions for the whole group under one common brand."*

With more than 400 certified consultants and over 800 certifications in areas such as technological and operational excellence, customer and employee experience, and creator workflows, Inetum's ServiceNow division is expanding. It plans to reach over 1,500 consultants in ServiceNow in the next four years, mainly in Europe and India. This growth is supported by the development of Centers of Excellence, essential for maintaining and developing the global ServiceNow platform. They guarantee high-quality support and solutions, tailored to the specific needs of each client.

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

For more information:

Inetum Press Relations

press@inetum.com

Veronika Botsova

Chief Communication Officer in Bulgaria

veronika.botsova@inetum.com

Claudine Morel Le Berre

Chief Communication Officer Group

claudine.le-berre@inetum.com

Inetum on Social Media:

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