

Press Release

Paris, November 5th, 2024

Manao, a leading provider of Salesforce CRM solutions, joins Inetum

Inetum, a European leader in digital services, announces the acquisition of Salesforce specialist Manao. The acquisition will strengthen Inetum's Salesforce offering with the addition of some 70 experts. Manao offers vertically oriented expertise in the energy, real estate and education sectors, in particular.

Manao, a Salesforce Summit Partner integrator, designs tailor-made solutions to enhance sales effectiveness and customer experience. With 70 experts and more than 220 certifications in France, Manao boasts expertise in Sales Cloud, Service Cloud, Heroku, Pardot, Community Cloud, Einstein Analytics, Revenue Cloud, CPQ and Manufacturing Cloud.

Inetum has a solid value proposition in Salesforce solutions, with over 500 consultants worldwide, holding more than 1200 certifications. This in-depth expertise allows the Group to implement Salesforce components easier and faster, for the benefit of the customer experience. Inetum also has operational capabilities in proximity centers and offshore centers of excellence, in Europe, Latin America, North Africa, and India.

Normann HODARA, CEO Inetum France: "We're delighted to welcome Manao, to help us meet our customers' CRM challenges. Salesforce is a game changer for companies and their customers. It's up to us to support this growth to optimize customer relationship management, customer service and marketing automation. We can count on the know-how of recognized experts within the Salesforce practice, who are committed to delivering digital impact to their customers."

Hemant LAMBA, CEO Inetum Solutions: "Inetum is investing in the growth of its Salesforce practice with the acquisitions of Manao in France and recently Nubika in Spain. These acquisitions are part of the Group's efforts to develop its operational capabilities in ServiceNow, Salesforce, Microsoft, and SAP. Inetum is firmly committed to becoming the best local partner for these four strategic solutions and supporting organizations in their innovation and adoption of new technologies, such as Gen AI."

About Inetum

Inetum is a European leader in digital services. Inetum's team of 28,000 consultants and specialists strive every day to make a digital impact for businesses, public sector entities and society. Inetum's solutions aim at contributing to its clients' performance and innovation as well as the common good. Present in 19 countries with a dense network of sites, Inetum partners with major software publishers to meet the challenges of digital transformation with proximity and flexibility. Driven by its ambition for growth and scale, Inetum generated sales of 2.5 billion euros in 2023. For more information: www.inetum.com

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