

Press Release

Saint-Ouen, the 14th October 2025

A shared commitment to concrete solutions: Inetum sponsors the Microsoft SME&C Summit EMEA

Inetum, a longstanding Microsoft partner for over 25 years, announces its participation as a sponsor at the Microsoft SME&C Sales and Partner Summit EMEA, which will be held from October 13th to 15th, 2025, at the Convention Centre in Dublin. This strategic event will accelerate the implementation of concrete solutions: cloud, AI, Power Platform, Dynamics, and strengthen commercial synergies.

"This is our second time participating in the Summit, which clearly demonstrates our commitment to conquering the midmarket alongside Microsoft. The previous edition already yielded tangible results, with several new opportunities for our customers. We are returning with even greater ambition, enhanced coordination, and a more precise marketing strategy to accelerate our impact in the EMEA region." **Hemant Lamba, CEO Inetum Solutions.**

An Action-Oriented event

The summit marks a new strategic milestone: after numerous concrete successes already achieved with our customers, the focus is now on intensifying collaboration between partners and sales teams to accelerate the implementation of large-scale solutions to meet customer demand.

For this new participation, Inetum will have a dedicated booth; take part in co-sell sessions; and speak on **October 14th at 3:45 p.m.** during a **keynote presentation led by Simeon Nachev, EEMEA Microsoft Practice Leader at Inetum on the topic: "How Copilot Studio is at the heart of our customer's AI journey and agentic transformation."** This presentation will highlight the added value of Microsoft 365 Copilot, Power Platform, and AI Business Apps solutions.

The AI Center of Excellence: An Internal Laboratory for Tried and Tested Solutions

This participation follows on from **the inauguration of Inetum's AI Center of Excellence**, held on July 24th, 2025. This initiative enables Inetum to position itself as "customer 0" for AI solutions. Solutions are first tested and validated internally, within the Group's support functions, before being deployed to customers with a high level of maturity and reliability.

Among the use cases already tested are:

- Automated note summarization for legal teams
- Intelligent structuring of presentations for transformation
- AI agents for purchasing and tendering
- Exploring new HR and ESG uses
- Towards responsible AI

"We share a common vision with Microsoft: to make AI an operational lever that is accessible and secure. The goal is clear - to become an "AI Company" capable of supporting its customers in identifying high value-added use cases and in developing the skills of their teams." **Thomas Saunder, Global Practice Manager Microsoft, Inetum Solutions.**

Customer successes that illustrate the power of collaboration:

Inetum and Microsoft are delivering on their joint commitment into concrete achievements for their customers.

For example:

- **The City of Liège** has simplified its financial management thanks to Microsoft Dynamics 365 Finance deployed by Inetum, with an approach focused on the efficiency and transparency of public processes. [Find out more](#)
- **Alédia**, an industrial start-up specializing in microLEDs, is benefiting from Inetum's support in its exponential growth thanks to Microsoft Dynamics 365, which is helping it to structure its processes and support its industrial development. [Find out more](#)

More references upon request.

About Inetum

Inetum is a European leader in digital services. Inetum's team of 27,000 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 2.4 billion euros in 2024. For more information: www.inetum.com

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