

# Media alert

Saint-Ouen, France, 11 march 2024

## Inetum at Salesforce World Tour in Paris

**The Salesforce World Tour in Paris, to be held at Pavillon 6, Porte de Versailles on Tuesday March 12, 2024, is the central event for all customer experience professionals. Their users, customers and prospects, integrators and teams come together to discover innovations and shape the future of their customer experience. Experts from Inetum, European leader in digital services and solutions, will be on hand to demonstrate their expertise in this field.**

Highlights are organized on Inetum's stand with two of its customers:

**Tuesday March 12, at 12:30 pm:** A demonstration with DLPK, a specialist in savings and asset management, on stand n°123, co-hosted by Julien Perrin, Director of the Salesforce practice at Inetum, and Nicolas Etchevarria, Director of Information Systems at DLPK.

**- Tuesday March 12, at 4.30pm:** A testimonial from the Biogaran group, a French generic pharmaceutical company, on stand n°123, co-hosted by Stéphane Caradec, Salesforce Marketing Automation Manager at Inetum, and Anne-Claire Campan, Customer Experience Manager at Biogaran.

Inetum's already recognized expertise in Salesforce was further strengthened in September 2023 with the acquisition of 47 Quai, a company specializing in Salesforce consulting, integration and project management. This strategic acquisition was aimed at meeting its customers' growing needs in terms of customer relationship digitalization. As a result, Inetum's customers benefit from a combined expertise and global approach to their own customer relationship digitalization and optimization challenges.

### About Inetum

*Inetum is a digital services and solutions company. Present in more than 27 countries, the Group has nearly 28,000 employees and generated revenues of EUR 2.4 billion in 2022. In a world where needs and uses are continuously being reinvented, the Inetum Group supports companies and governments in their digital transformation by offering them a unique combination of proximity, sectoral organisation, and innovative solutions. With its multi-specialist profile, Inetum aligns its organisation around 4 Global Business Lines: Inetum Consulting, Inetum Technologies, Inetum Solutions, and Inetum Software.*

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