

Press Release

Hardis Group announces the acquisition of two Salesforce integrators

With the acquisition of Bluetis and Synefo, Hardis Group moves into the top ten Salesforce integrators in France. Acquiring Bluetis also brings the IT Service Provider into the South-West of France, with an agency near Bordeaux.

Grenoble, April 12, 2017 – Hardis Group, a consultancy firm, digital services company and independent software vendor, announces the acquisition of Bluetis and Synefo, two companies specializing in the integration of Salesforce solutions. This is an important step in the company's strategy, set in motion in 2016 to provide integration services, business application and software component development services capitalizing on Salesforce solutions and its cloud development platform. It also means that Hardis Group can expand its geographical coverage with a new agency that will serve the South-West of France.

Salesforce integration: a strategy initiated in 2016

As part of its ambition to support the transformation of its customers' business models, businesses and information systems, Hardis Group decided, in 2016, to complement its application development services (web and mobile technologies) and private cloud hosting, with new offerings based around cloud solutions by the market leaders AWS and Salesforce. The aim is to capitalize on ready-to-use cloud components to deliver more agility and industrialize the release of front office business applications jobs, particularly in the distribution, insurance, logistics, and energy and construction sectors.

"In 2016, we trained and recruited around fifteen Salesforce platform experts in-house. In parallel, we looked into making an acquisition, and we contacted Salesforce France to develop a strategy and business action plan", says Nicolas Odet, CEO of Hardis Group.

2017: acquisition of Bluetis and Synefo

This strategy has now become a reality, with the acquisition of Bluetis, a Salesforce integrator with 8 employees, created in 2013 and based in Mérignac near Bordeaux, and Synefo, a company employing 21 people, founded in 2012 and located in Montrouge in the Paris region. Combined with organic growth, this twin operation has allowed Hardis Group to enter the top 10 Salesforce integrators in France and has enabled them to target Gold certification. By the end of the year, the company expects to have a total of 50 employees specializing in the main solutions and tools offered by Salesforce: Sales Cloud (CRM and sales force automation), App Cloud (development of business applications), Community Cloud (collaboration), Quote to Cash (configuration and pricing), Marketing Cloud (creation and management of the customer experience) and Commerce Cloud (omnichannel commerce).

In parallel with the acquisition of Bluetis, Hardis Group is setting up in the South-West, in addition to being present in Rhône-Alpes (Grenoble and Lyon), Paris (Paris La Défense), Brittany (Nantes) and the North (Lille).

An ambition that goes further than being an integrator

In addition to integration services, with its expertise as an independent software vendor Hardis Group also aims to develop software components that will be available via AppExchange in SaaS mode. And in the medium term, it hopes to co-build new business models, with its more "disruptive" partners and customers. *"We will continue to focus on value-creating solutions in our target sectors and the mid-market"*, says Nicolas Odet.

About Hardis Group

A consultancy firm, digital services company and independent software vendor, Hardis Group helps its customers to transform their business model, digital value chain and logistics operations. The company helps them become more competitive and increase their operational performance, creating and integrating business, technological and digital solutions tailored to their needs and issues.

Hardis Group has developed expertise in the areas of insurance, distribution, industry and energy, e-health, and logistics services. Expertise it now leverages to provide comprehensive solutions using an agile approach characterized by co-construction, innovation and continuous improvement.

Since its creation in 1984, the company has built its growth on a pragmatic approach and values of efficiency and firm commitment, to both its 2,500 customers and its 850 employees. In 2016, Hardis Group achieved sales of €83.3 million. As well as its head office in Grenoble, it has five other offices in Lyon, Paris, Lille, Bordeaux and Nantes.

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