

[Press release]

Admiral Dynamics acquires leading CRM implementer Innito in Slovenia

Antwerp-Ljubljana, 4 January 2019 - Admiral Dynamics has acquired Innito informacijski sistemi (Innito), Slovenia's leading Microsoft Dynamics CRM implementer on the 28th of December 2018. Admiral Dynamics' board will be complemented with Innito's Director Jure Jesenovec.

Headquartered in Antwerp, Belgium, Admiral Dynamics delivers digital transformation projects for sales, marketing and service automation to a wide range of industries. "Over the past few years the growth of the business has been exponential, but this also brings new challenges going forward", says CEO Marga Van Laere. "We need to keep the momentum going and that is why we complement our organic growth now with acquiring Innito who have complementary services to our business which enables us to accelerate our overall growth pattern", she continues. "We are particularly focussing on Central Europe (EMEA) where both business opportunities and experienced professionals can help us drive our goals".

Innito, headquartered in Ljubljana (Slovenia), is the leading Microsoft Dynamics CRM implementer in the region. Founded in 2011, Innito was able to grow from scratch to become a healthy and stable employer. "My personal goal was to create a qualitative implementation company, that really understands the needs of the customer and that delivers cost-effective CRM solutions to the market", mentions Jure Jesenovec, Director of Innito. "With Admiral Dynamics we bring an extra dimension to the business and our customers, creating synergies and focussing on product development, leveraging on the solutions that already exist in both companies!".

The acquisition will also further expand Admiral Dynamics' geographic footprint into new European markets. Marc Crauwels, CFO & Managing Partner of Admiral Dynamics adds: "I am really excited to welcome Innito and its staff into our family. We already partnered with several companies in the south of Europe, but this is the extra step, that will really make a difference in our operations. I am more than convinced that jointly we have the means and solutions to provide competitive advantages to our customer base!".

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About Admiral Dynamics

Admiral Dynamics, headquartered in Antwerp (Belgium), is a consultancy and implementation company specialised in digital transformation. The information technology service provider was founded in 2009 by Marga Van Laere (CEO) and Marc Crauwels (CFO). Both founders have a long-standing history and broad experience in sales, marketing and service automation processes. Among Admiral Dynamics' clients portfolio you find both medium-sized enterprises as big corporations, which are often internationally spread and from diverse industries. Admiral Dynamics' team truly understands that insight in customer experience, use of intelligence and leveraging the appropriate operational tools will help drive the long-term sustainable goals of any organisation. The systems Admiral provides are on a single integrated platform with only one technology backbone provider: Microsoft Dynamics 365 (CRM).

About Innito

Innito, company headquartered in Ljubljana (Slovenia), is a team of experienced IT professionals with references from number of domestic and international projects. Established in 2011 by Jure Jesenovec (CEO) with a vision of delivering customized process driven CRM solutions and business consultations based on best practices from different industries to help customers grow and succeed. Specialised in Microsoft Dynamics 365 (CRM) and integration with other business solutions, its main field of expertise is designing high-adoption driven CRM strategies, implementing CRM solutions (sales & marketing automation, ticketing, project automation) and enterprise integration. Using enterprise solutions, personal approach and years of experiences in consulting and development services, as well as maintaining long-term relationships with customers, is a guideline towards client satisfaction. INNITO was awarded with the highest credit rating Golden AAA (2017, 2018), rated by Bisnode Slovenia.