

Econocom finances and accelerates companies' digital transformation. With 10,000 employees in 19 countries and revenue in excess of €2.5 billion, Econocom has all the requisite abilities to ensure the successful implementation of large-scale digital projects: consulting, sourcing and technology management & financing of digital assets, infrastructure, application and business solution services, and project financing.

Econocom has adopted European company status (*Societas Europaea*). The Econocom Group share has been listed on Euronext Brussels since 1986. It is part of the BEL Mid and Family Business indices.

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ECONOCOM STRENGTHENS ITS BUSINESS INTELLIGENCE OFFER BY ACQUIRING BIBOARD'S BUSINESS

Puteaux, 20 September 2017 – Econocom announced it is strengthening its foothold in the data market by acquiring the activities of [Biboard](#), a software company that has developed an innovative Business Intelligence solution. Biboard is thus now part of Econocom's offer portfolio. This acquisition is in line with the group's development strategy in the field of analytics and Big Data services and offers Econocom's clients an effective solution for their data handling and dataviz needs.

The growth of the big data and analytics market, estimated at 12% a year until 2020 by [IDC](#), is being driven by added-value data services: data-driven and data-centric approaches, big data and smart data uses. These are increasingly important for helping company heads make decisions and automate recommendations.

The Biboard offering is perfectly in line with companies' digital transformation initiatives. The solution provides them and their ecosystem (employees, partners, suppliers, clients, users, etc.) with an intelligent web reporting solution that ensures optimal interaction with their B2C,

B2B and B2B2C environments. In addition, selective distribution of information within the extended enterprise helps increase the value of traditional offers.

With this transaction, Econocom expands its data service offering and can now deploy – for both its end customers and in-house – an effective, secure Business Intelligence solution that can be seamlessly integrated into the existing IT system. Combined with the group's historic core businesses, this will enable it to develop new added value services such as data-as-a-service: smart business, smart city, smart building, smart home, smart health, etc. It's also an opportunity for the group to expand its range of offers aimed at companies' business lines, by building a complete catalogue of data services.

"This acquisition fits in perfectly with Econocom Group's strategy for increasing the value we deliver, both to our clients, and in our internal processes," explains **Philippe Debard**, Deputy Managing Director of Services for Econocom Group.