



9altitudes, group around Ad Ultima further strengthened in Belgium

Kortrijk, February 18th, 2021 - the group around IT company Ad Ultima announces further strengthening in the domain of CRM.

Admiral Dynamics, headquartered in Antwerp, joins the group. The company was founded in 2009 by Marga Van Laere and Marc Crauwels and has grown into a leading Microsoft Dynamics CRM implementation partner in Belgium and Slovenia. Admiral Dynamics offers extensive experience in the context of marketing, sales and service automation. This acquisition creates a new location for the group in the Antwerp region.

European growth will continue

In January 2019, Admiral Dynamics took over the Slovenian Innito, which allowed them to enter the Central European market and bring extra expertise on board. In this way, synergy benefits were created and that movement can now be continued within the 9altitudes group. The acquisition ensures that 9altitudes realizes its European ambitions with offices in Belgium, the Netherlands, France, Denmark and Slovenia.

Digital transformation trumps

Admiral Dynamics is specialized in service excellence, digital marketing and customer obsession and thus connects seamlessly with the expertise in the 9altitudes group.

At 9altitudes there is a clear understanding of how a substantial difference is made. A successful digital transformation is much more than creating a new digital platform. Without a clear strategy, technology has no sustainable impact, while it is the human factor that makes the difference.

"We understand very well how insight into the customer experience, the intelligent use of data and the deployment of the appropriate tools can ensure that long-term goals of an organization can be achieved." Marc Crauwels, Admiral Dynamics

The digital end-2-end partner 9altitudes combines a flexible way of working and takes every lesson learned into account with every step they take. Continuous learning and continuing to evolve are central.

Turning challenges into opportunities

“Change is inevitable and necessary for successful companies in the 21st century. Change is not easy and often challenging. But it offers us the opportunity to do (even) better, to grow and to reinvent ourselves time and again.” - Filip Bossuyt, CEO 9altitudes

At Admiral Dynamics they invite you to discover new ways to grow your business into a “powerhouse”. A long-term partner who thinks along end-to-end.

9altitudes is an expert in ERP, CRM, IoT & PLM (Product Lifecycle Management) with in-depth knowledge of DMS (Document Management System) and Business Analytics and now the CRM branch gets a significant reinforcement.

9altitudes' driving force stems from its commitment to be a long-term partner for customers. The kind of partner who is always that step ahead in guiding customers during their digital business transformation processes.

European market trends such as Industry 4.0, Professional Services 2.0 and the subscription economy are closely followed and are translated into new digital innovation initiatives - such as augmented reality, smart connected products, always connected ... - to take customers to a higher level.

Ambitious goals

With the arrival of Admiral Dynamics, the group generates a consolidated turnover of more than 65 million euros and unites approximately 450 employees across 5 countries. With this, 9altitudes once again confirms its goal to become a leading European Microsoft Dynamics 365 and PTC partner. The group has the ambition to grow further to a turnover of € 150 million in the next 3 years through both organic growth and further acquisitions.

More info about 9altitudes and the members of the group:

9altitudes – <https://www.9altitudes.com/>

Ad Ultima Group – <https://www.adultimagroup.com/>

Admiral Dynamics - <https://www.admiraldynamics.com>

Optimate - <https://www.optimateas.com>

Pylades – <https://www.pylades.com/nl/>

Cayentis – <https://www.cayentis.nl>

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