

Strong European Microsoft partners unite to reach new heights. Meet 9altitudes!

Kortrijk, 4th February - The Belgian IT consultancy firm Ad Ultima Group together with Dutch partners Pylades and Cayentis have news to share. Even in these challenging times of semi lock-down the group continues to grow and evolve.

Together with the international investment company Waterland they announce a new acquisition to the group, the leading **Danish Microsoft D365 Partner Optimate**. Welcome to the family, Optimate!

Optimate

The combined group continues to join forces. They mark this milestone with the reveal of a shared identity and a full rebrand. From today onwards the group will position itself under the name of **9altitudes**.



This rebranding initiative emphasizes the ambition to build a strong Microsoft Dynamics 365 front in the European market and their commitment to be an enabler for Digital Business Transformation.

Danish firm Optimate reinforces the 9altitudes DNA

Optimate joined the new combined group on January 28th, 2020. The Danish partner was founded in 2004, employs 80 people and has over 5 locations in Denmark. They call themselves an atypical consulting company who is ready to step in when other competitors wave the white flag and give-up. Very customer centric and true challengers by nature who share sector expertise and business focus with the rest of the group.

"We believe that the digitalization of business processes is one of the keys to our customers' success. We always consider the consequences of onboarding new customers and projects. We are not afraid of saying no, if it affects our existing customers."

Sector expertise, trusted advisor and fast enabler with a sharp eye on future trends

This collaboration fits perfectly within the group's strategy of dedicated focus areas. The 9altitudes groups stands for solid sector expertise in Manufacturing. Ex-Ad Ultima brings more than 20 years of expertise to the table.

In addition synergies in other focus areas , such as professional services, advanced logistics, installation services and member organisations can be found and will be leveraged to continue to grow even faster.

Besides ERP, IoT & PLM (Product Lifecycle Management), the group has in-depth knowledge of CRM, DMS (Document Management System) and Business Analytics. The philosophy of the combined group is to be a long-term partner. The type of partner that is always that extra step ahead in guiding clients in their digital transformation journeys.

European market trends such as Industry 4.0, Professional Services 2.0 and the subscription economy are closely monitored and translated into new digital innovation initiatives – Augmented Reality, Smart Connected Products,... - to truly help customers move to the next level.

Reinventing the customer's business beyond technology

At 9altitudes there is a clear understanding on how technology can really make a difference. Technology without strategy will not have any impact while the human factor makes it really happen. 9altitudes combines this with an agile way of working, repeatable business models and a sharp eye that continues to learn and grow. They put all of that to the benefit of their customers.

Some figures about the reinforced group

With the arrival of Optimate, the combined group generates a turnover of more than € 65 million Euros and unites over 400 employees in currently 4 countries. Together, the 4 entities count for close to 90 years of experience.

The rise of 9altitudes

The combined group follows the "Buy and Build" strategy known to Waterland. In the next couple of months the acquisition strategy continues and the brand will be scaled up, embodied by all members of the group. The goal is to evolve towards a full corporate brand with a target turnover of 150 million Euro in the next 2 to 3 years . Stay Tuned!

More info about the companies in the combined group:

9altitudes – www.9altitudes.com

Ad Ultima Group – www.adultimagroup.com

Pylades – www.pylades.com

Cayentis – www.cayentis.nl

Optimate – www.optimateas.com