

## **“iBe”**

### ***Be launches international digital consulting business***

***Developed in response to the needs of the international digital economy, iBe draws upon its experience in marketing, product development and operational excellence to reinforce the firm’s digital presence across Europe.***

***London, 18 November 2014***

Today, Be Group, an IT consultancy listed on the STAR segment of the Italian Stock Exchange, has announced the launch of **iBe Think Solve Execute Ltd (iBe)**, that brings together under one brand, specialized professional skills in digital economy: marketing, "Big Data", social, product redesign, evolved operations, mobility management of the business, innovative payment solutions. iBe, developed by the union between the Bluerock Consulting Ltd and 2C\_To See S.r.l, subsidiaries of the Group, is a point of professional excellence to support clients committed to digital transformation.

**Francesco Scarnera**, CEO of iBe says: *“The digital landscape has changed the way companies do business forever. Every business, regardless of size, industry or region must face the digital challenge or risk falling behind. Having an effective digital strategy is more than just creating a website, it is about disruption and starting again. You have to re-imagine your entire business model and processes, from the way you engage with your customers to the products you create, in order to offer an accessible, convenient and relevant service.*”

*“Staying relevant to your customer base is a large part of the challenge. Businesses have to analyse endless consumer data, act on data insights, customise messages and make all these adjustments in real time across every channel in order to be successful. At iBe, we believe that mobility is the key to digital transformation as it not only offers opportunities to improve your customer knowledge, but can also drive sales and allow you to personalise the customer experience, thus enhancing loyalty to your brand. We have developed a strong expertise in these areas.”*

**Stefano Achermann**, CEO of Be Think Solve Execute adds: *“Through establishing iBe we are able to reinforce our digital expertise and pan-European presence in the market. This is in line with our 2015-2017 growth plans. As champions of change, we are excited at the prospect of leading our clients towards digital integration and helping them to re-imagine the way they do business. The launch of iBe incorporates the best aspects of a boutique digital and business consultancy with the broader strengths of being a part of the larger Be group.”*

iBe, headquartered in London has over 75 employees globally, with offices in Italy and UK. Launch plans are in progress for operations in Germany. The company foresees significant growth coming months. The company has served a long list of local and global clients from a broad range of industries including financial services, banking, sports and entertainment.

**Be Group**, listed on the STAR segment of the Italian Stock Exchange, is among the leading Italian players in IT Consulting. The company provides services of Business Consulting, Information Technology Services, Process & Document Management. Thanks to a combination of specialised skills, advanced proprietary technologies and extensive experience, the Group supports major Italian financial institutions, insurance firms and industrial companies in value creation and business growth. With approximately 1,000 employees and offices in UK, Italy, Germany, Austria, Switzerland, Romania, Poland and Ukraine, the Group realised € 84 million income in 2013.

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