



Media Release

SoftwareONE acquires B-lay to strengthen its market-leading position in Software Lifecycle Management and expand its SAP and Oracle capabilities

Stans, Switzerland | 13 July 2020 – **SoftwareONE Holding AG**, a leading global provider of end-to-end software and cloud technology solutions, today announced that it has acquired **B-lay**, a leading provider of **Software Asset Management (SAM)** advisory and managed services for **SAP** and **Oracle** solutions. The transaction will further strengthen SoftwareONE's market-leading **Software Lifecycle Management (SLM)** and **SAM** practice in Europe, adding significant know-how and delivery capabilities. **B-lay's Zyncc** platform will be incorporated in SoftwareONE's existing end-to-end software rationalization and cloud optimization capabilities on **PyraCloud** to enhance customers' workload transformation from on-premise to cloud.

Founded in 2008 and headquartered in Utrecht, the Netherlands, **B-lay** has subsidiaries in the US and Romania where its Center of Excellence is based. The company provides both managed and professional services to help customers optimize their software and cloud spend, with a specific focus on compliance, audits, asset management and insights. B-lay's proprietary platform, **Zyncc**, supports organizations in managing and optimizing their cloud subscriptions and on-premise software. The three managing partners, Mark van Wolferen, Heidi Goyens and Richard Spithoven, will be joining SoftwareONE to lead its Oracle and SAP SLM practice in Europe.

With increasing cloud adoption, organizations require a holistic approach to the administration, optimization and control of their digital investments, covering the entire lifecycle from procurement, adoption, modernization through to retirement of assets. SoftwareONE has over 700 professionals dedicated to SLM, making it one of the largest SLM consultancies worldwide. With the addition of B-lay's highly complementary business, SoftwareONE is well-positioned to deliver services for Oracle and SAP commercial and technology solutions on a larger scale in Europe and globally.

"We have been impressed by B-lay's competitive services offering and entrepreneurial spirit, and expect the team to integrate seamlessly into SoftwareONE's SLM practice. Furthermore, we are pleased to continue successfully executing on our acquisition strategy and investing in our proprietary PyraCloud platform to provide customers with the best end-to-end software digital supply chain and transformation capabilities," said Dieter Schlosser, SoftwareONE CEO.

"Together with SoftwareONE, we will leverage our deep knowledge and expertise to continue helping customers better manage their software and cloud assets," said Mark van Wolferen, B-lay co-founder and managing partner.

No financial details or transaction terms have been disclosed.

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ABOUT SOFTWAREONE

SoftwareONE is a leading global provider of end-to-end software and cloud technology solutions, headquartered in Switzerland. With capabilities across the entire value chain, it helps companies design and implement their technology strategy, buy the right software and cloud solutions at the right price, and manage and optimize their software estate. Its offerings are connected by PyraCloud, SoftwareONE's proprietary digital platform, that provides customers with data-driven, actionable intelligence. With around 5,400 employees and sales and service delivery capabilities in 90 countries, SoftwareONE provides around 65,000 business customers with software and cloud solutions from over 7,500 publishers. SoftwareONE's shares (SWON) are listed on SIX Swiss Exchange. For more information, please visit [SoftwareONE.com](https://www.softwareone.com).

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