



Media Release

## **SoftwareOne Partners with Google Cloud to scale AI and data analytics solutions across major European markets**

**Stans, Switzerland | 15. February 2024 – SoftwareOne, a global provider of end-to-end software and cloud technology solutions, today announced an extended global strategic partnership agreement with Google Cloud. Under the terms of the agreement, SoftwareOne will deliver Google Cloud products worldwide with a particular focus on offerings across Europe, including AI and Data Analytics, Infrastructure Modernisation, App Modernisation and Google Workspace. With Google Cloud, SoftwareOne will enable clients to significantly increase operational performance and drive innovation.**

Organisations committed to accelerating business transformation choose Google Cloud for its secure, open, and flexible infrastructure for building and running applications. As a Premier Partner for Sell and Service engagement models, SoftwareOne's certified Google Cloud team is dedicated to helping clients take full advantage of the power of Google Cloud, delivering commercial and technical expertise to help clients choose the right solutions that serve their unique business needs.

Google Cloud technology, combined with SoftwareOne IT services and expertise, will support digital transformation goals for customers across leading markets, including [SLCA](#), [Altadia Group](#), and [Camper](#).

Working together, SoftwareOne and Google Cloud will deploy a team of Google Cloud experts to support the implementation of IT solutions for customers in France, Germany, and Spain. The new expert team will be fully qualified in Google Cloud technology solutions and Google Cloud certifications, meaning customers will benefit from comprehensive advice and support at all stages of the process from planning through to implementation. Having built reliable long-term partnerships with a range of hyperscalers, this new partnership marks the latest milestone in SoftwareOne's plan to support customers through customised solutions that meet their individual needs.

"SoftwareOne and Google Cloud have a long history together and our passion for innovation and customer-first mentality has seen us drive success over the years," said Brian Duffy, CEO at SoftwareOne. "This extended partnership agreement marks a decisive step in our evolution towards becoming a systems partner with the broadest possible expertise in the most modern and effective solutions available on the market. By increasing adoption of Google Cloud we are enabling clients to harness extraordinary opportunities to maximise the value of technology."



“We’re excited to extend our partnership with SoftwareOne to accelerate digital transformation for enterprise customers,” said Kevin Ichhpurani, Corporate Vice President, Global Partner Ecosystem & Channels at Google Cloud. “With SoftwareOne’s product expertise and managed services, businesses will have the resources they need to achieve their business transformation goals with Google Cloud’s leading technology.”

## Contact

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## About SoftwareOne

SoftwareOne is a leading global software and cloud solutions provider that is redefining how organizations build, buy and manage everything in the cloud. By helping clients to migrate and modernize their workloads and applications – and in parallel, to navigate and optimize the resulting software and cloud changes – SoftwareOne unlocks the value of technology. The company’s 9,250 employees are driven to deliver a portfolio of 7,500 software brands with sales and delivery capabilities in 90 countries. Headquartered in Switzerland, SoftwareOne is listed on the SIX Swiss Exchange under the ticker symbol SWON. Visit us at [www.softwareone.com](http://www.softwareone.com)

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