



Media Release

## **SoftwareOne Launches New Digital Sales Hubs to Drive Global Growth of Microsoft Solutions**

*New hubs to provide SMBs with AI-driven productivity, advanced security, and expert support*

Stans, Switzerland | 20 March 2025 – [SoftwareOne Holding AG \(SIX:SWON\)](#), a leading global software and cloud solutions provider, is expanding its Digital Sales Hubs to better serve small and medium businesses (SMBs); with new locations in Bogotá, Colombia, and São Paulo, Brazil, joining hubs in Nashville, US, and Barcelona, Spain. In collaboration with Microsoft, these hubs provide SMBs with easy access to the latest Microsoft technology and expert support through SoftwareOne, helping them to boost efficiency, stay secure, and unlock AI-driven innovation with the right technology and guidance. Initial offerings focus on the Microsoft tech stack, providing access to Microsoft's full suite of workplace, infrastructure, and security solutions.

In addition to assisting SMB customers in enhancing their security posture, the SoftwareOne Digital Sales Hubs will offer access to SoftwareOne's Managed Detection and Response Service built on Microsoft Sentinel, providing enhanced protection through their 24x7 Security Operations Centre (SOC). The SOC continuously monitors and protects Azure and multi-cloud environments, tracking global data vulnerabilities to prevent cyberthreats and employee errors. SMBs will benefit from proactive threat management and improved security, ensuring a resilient digital environment.

Beyond security, the hubs drive AI-powered workplace automation with Microsoft 365 Copilot. They serve as innovation centres, helping SMBs modernise data, build AI applications with Microsoft Azure, and leverage insights for better efficiency, automation, and customer experiences.

"Building on our long-standing partnership with Microsoft to launch these SoftwareOne Digital Sales Hubs is a natural step as we double down on our commitment to SMB clients," said Raphael Erb, CEO of SoftwareOne. "SMBs face the same cost pressures, need to modernise their businesses with AI, and cyberthreats as large enterprises, but have often limited resources to address them effectively. We aim to level the playing field by providing the localised access, attention, and expertise that SMBs need to succeed."

"SoftwareOne's proven track record of delivering digital transformation to clients and deep expertise in Microsoft solutions aligns perfectly with our commitment to empowering small and medium businesses to accelerate their success, compete, and win," said David Smith, Vice President, Worldwide Channel Sales at Microsoft. "Through these new regional SoftwareOne Digital Sales Hubs, SMBs will be able to leverage the latest innovations in Microsoft technologies and comprehensive support, enabling them to thrive in today's digital landscape. We are excited that SoftwareOne will provide SMBs with access to enterprise-grade cybersecurity, leveraging [Microsoft's end-to-end security portfolio](#)."



With more than 30 years of close collaboration, SoftwareOne holds all six Microsoft Solutions Partner Designations (Azure Infrastructure, Data and AI, Digital & App Innovation, Modern Work, Security and Business Applications) and has been an Azure Expert Managed Service Provider (MSP) since 2017. Since the inception of Microsoft's CSP Partner framework, SoftwareOne has been offering flexible licensing, 24/7 support, and value-added services which are accessible through the SoftwareOne Client Portal to easily manage subscriptions, billing, budgets, and managed services.

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## About SoftwareOne

SoftwareOne is a leading global software and cloud solutions provider that is redefining how organisations build, buy and manage everything in the cloud. By helping clients to migrate and modernise their workloads and applications - and in parallel, to navigate and optimise the resulting software and cloud changes - SoftwareOne unlocks the value of technology. The company's ~9,000 employees are driven to deliver a portfolio of 7,500 software brands with a presence in over 60 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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