



SoftwareOne and Crayon recognized as a Leader in the 2025 Gartner® Magic Quadrant™ for SAM Managed Services

Empowering clients with proven SAM excellence

Stans and Oslo, September 17, 2025 - **SoftwareOne and Crayon, two global leaders in software and cloud solutions, today announced their recognition as a Leader in the 2025 Gartner® Magic Quadrant™ for Software Asset Management (SAM) Managed Services. Both companies are proud to be positioned for the sixth time in the Gartner Magic Quadrant, which in our opinion underscores our shared commitment to delivering measurable value and innovation to clients worldwide.**

This recognition comes as SoftwareOne and Crayon continue to integrate their global capabilities, following their combination in July that brought together around 13,000 professionals in about 70 countries.

"To us, being recognized as a Leader again reflects our commitment to helping clients optimize their software investments and drive measurable business outcomes, which has been the backbone of our business model since the beginning," said Melissa Mulholland, Co-CEO, SoftwareOne. "Both companies have set new standards in globally scalable, locally relevant SAM aligned to business impact."

"We believe that this recognition underscores the strength of our combined expertise in delivering future-ready Software Asset Management Services," added Raphael Erb, Co-CEO, SoftwareOne. "By offering a comprehensive IT portfolio management solution, we empower our clients to govern, innovate, and grow with confidence. This holistic approach is unmatched in the market and a cornerstone of the success our clients achieve."

As the largest ITAM consultancy in the world, a combined SoftwareOne and Crayon helps clients optimize and simplify their existing on-premises IT, cloud, and SaaS assets. By creating efficiencies and streamlining costs, businesses are able to innovate to create a competitive edge without requiring additional budget.

The comprehensive IT portfolio management and global delivery that SoftwareOne and Crayon offer drives significant cost savings and ROI. This, combined with built-in AI automation, supports compliance and proactive licensing intelligence, improving financial control and driving smarter decisions across hybrid environments.

Positioned alongside SoftwareOne and Crayon in the Magic Quadrantⁱⁱ as A Leader is Anglepoint, an independent company that is majority-owned by SoftwareOne.

About the Gartner® Magic Quadrant™



The Gartner® Magic Quadrant™ evaluates vendors based on their Completeness of Vision and Ability to Execute. Leaders execute well against their current vision and are well positioned for tomorrow.

Sources

i Gartner®: Magic Quadrant™ for Software Asset Management Managed Services. By Yolanda Harris, Rob Schafer, Jaswant Kalay, and Charity Hooper.

September 15, 2025

ii Ibid

Disclaimers

Gartner, [Title of research document], [Author Name(s)], [Publication date]

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About SoftwareOne and Crayon

SoftwareOne and Crayon have joined forces to become a global, AI-powered software and cloud solutions provider. With a presence in over 70 countries and a team of around 13,000 professionals, the combined organization brings together global scale and local expertise to help clients reduce costs, accelerate growth, and navigate complex IT environments with confidence. Leveraging deep capabilities in cloud, software, data, and AI, the company empowers organizations to modernize, innovate, and unlock the full value of their technology investments.

Headquartered in Switzerland, SoftwareOne is listed on the SIX Swiss Exchange and Euronext Oslo Børs under the ticker symbol SWON. Visit us at www.softwareone.com

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