



# Crayon transitions to SoftwareOne brand as unified company rolls out evolved identity

13,000-employee organization focuses on making technology matter

**STANS, Switzerland – Jan. 29, 2026** – SoftwareOne, a global provider of software and cloud solutions, today announced the transition of the Crayon brand to SoftwareOne.

The change marks an important milestone in the integration of Crayon and SoftwareOne. The combination, which was completed in July, created an organization with greater scale and deeper capabilities.

SoftwareOne Co-CEOs Melissa Mulholland and Raphael Erb shared the following statement:

“This brand transition reflects that we are one global organization committed to making technology matter for our customers, partners, vendors, and teams. Under the SoftwareOne brand, we strengthen the value we deliver by helping clients optimize costs, accelerate growth, and navigate complex IT environments with confidence.”

The company will now address the market as one organization under a single brand, rolling it out market by market in phases during Q2 2026.

SoftwareOne operates in more than 70 countries. With deep expertise in software, cloud, data and AI, the company optimizes investments, drives innovation, and boosts efficiency.

## **ABOUT SOFTWAREONE**

SoftwareOne is a global software and cloud solutions provider and distributor. With a presence in over 70 countries and a team of about 13,000 professionals, we combine global scale and local expertise to help partners and customers optimize costs, source and procure, accelerate growth, and navigate complex IT environments with confidence. Leveraging deep capabilities in cloud, software, and 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](http://www.softwareone.com)

## **Contact:**

Melanie Coffee  
SoftwareOne spokesperson  
+47 46 74 8648  
[melanie.coffee@softwareone.com](mailto:melanie.coffee@softwareone.com)



Daniëlle van der Starre  
Head of External Media, SoftwareOne  
+31 6 42 10 88 77  
[danielle.vdstarre@softwareone.com](mailto:danielle.vdstarre@softwareone.com)