

SEIDOR

# Media kit

SEIDOR | 2024

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# 1. We are a technology consultancy

SEIDOR is a technology consultancy that drives the competitiveness and transformation of organizations by leveraging the opportunities provided by technologies and business knowledge, always focusing on the value of human aspects and strongly committing to talent development and the social sphere.

With over 10,000 professionals, SEIDOR has a direct presence in 45 countries, with more than 85 offices across Europe, the US, LATAM, the Middle East, Africa, and Asia.

It offers a comprehensive portfolio of services and solutions in Artificial Intelligence, Edge, Customer Experience, Employee Experience, ERP, Data, Application Modernization, Cloud, Connectivity, and Cybersecurity.

Founded 42 years ago, its annual revenue exceeded 894 million euros in 2023.

In August 2024, The Carlyle Group, one of the world's leading investment firms, became a shareholder in SEIDOR with a 60% stake in the company.

## 2. 42 years of growth

1982

SEIDOR is founded in Vic (Barcelona) by brothers Santiago and Andreu Benito, focusing on the development of customized business management software for small and medium-sized enterprises.

1983

Opening of the Barcelona office, now the company's headquarters.

1984

Entry into microcomputing with the creation of Microsistemas and the alliance with IBM.

1991

Opening of the Madrid office and the beginning of the implementation of standard ERP business management solutions.

1992

Josep Benito, brother of the founders and current executive president, joins the company.

1996

SEIDOR becomes a SAP partner.

2003

Acquisition of Saytel and the start of operations in the large enterprise sector.

2005

Opening of offices in Chile, marking the beginning of international expansion. The company also enters the SAP market for SMEs.

2010

Start of operations in Brazil and first acquisition outside of Spain: Crystal Solutions, in the field of analytics.

2012

Entry into the Cloud business sector.

2013

Launch of operations in the United States and the Middle East.

2014

Opening of offices in Portugal and Brussels and the start of collaborations with global institutions.

2015

Acquisition of Dispal in Asturias (Spain).

2016

Expansion to the UK and Africa (Egypt, Kenya, Mauritius, South Africa, and Tanzania). Diversification into new business areas: Digital Transformation, Cybersecurity, and E-Learning. First partnership with AWS.

2017

Start of operations in Morocco and creation of the first international Competence Center in SAP CX in Peru, Valencia, and Taiwan.

2019

Opening of the first office in Italy.

2020

Acquisition of Clariba, consolidating the presence in the Middle East and the Data business; integration of Deusto Sistemas in the Basque Country; triple recognition as “Partner of the Year” by SAP, IBM, and Microsoft.

2021

Presence reaches 40 countries. Acquisition of NTS and Avanti 21 in Spain. Becomes a partner of Salesforce and Google Cloud. Launch of the new brand strategy.

2022

Integration of Workwell in France; Impala, Nubersia, Valnera, and Opentrends in Spain; Viceri in Brazil; Nectia in Colombia and Chile; Valkimia and Indecs in Argentina; Innovativa in Peru; entry into Andorra, China, and Singapore. Partnership with CISCO.

2023

Entry into Ethiopia, Tunisia, Ireland, and Sweden. Integration of Teamsoft in Ireland; acquisition of the Italian companies Gunpowder and ECA Consult. Development of the Artificial Intelligence and Edge technologies business.

2024

Integration of Gesein in Spain and HT High Technology in Italy. Entry of Carlyle into the shareholding structure and the appointment of Sergi Biosca as the new CEO, and Josep Benito as executive chairman.

## 3. Corporate Leadership

### Josep Benito, Executive Chairman

For the past 13 years, Josep Benito has served as CEO, and since August 2024, as Executive Chairman of SEIDOR, a company where he has built his entire career and which constitutes his own vital entrepreneurial project.

Previously, for 5 years, he held the position of General Manager for LATAM. Additionally, between 1996 and 2006, he served as Deputy General Manager and Director of the SAP business unit. Earlier, between 1992 and 1996, Benito worked as Product Manager for the company.

The current Executive Chairman of SEIDOR views this company as much more than a business, considering it his life project, dedicated to transforming organizations and people through technology, thereby contributing to social progress.

Regarding his education, Benito holds an MBA from ESADE and completed the PDG program at IESE.

### From Olympic Medal to Technology

Josep began his professional career as a roller hockey player, being part of the Spanish national team and achieving a silver medal at the 1992 Barcelona Olympic Games.

Driven by the vision of creating an innovative project that could have a positive global impact, he has transformed SEIDOR into a global benchmark technology consultancy.





## **Sergi Biosca, CEO**

Sergi Biosca has been the CEO of SEIDOR since September 2024. Biosca has extensive experience in the technology consulting sector, accumulated over more than 25 years in leadership roles and participating in highly relevant projects in the IT field.

A Telecommunications Engineer from the Universitat Politècnica de Catalunya (UPC), prior to joining SEIDOR, Sergi Biosca was Head of Business for Europe and CEO in Spain at NTT DATA, where he led the growth of this technology consultancy in Spain, Benelux, and through various projects for International Organizations, solidifying its position as a leader in the technology sector. Previously, he held several positions at Everis (now NTT Data), contributing to its expansion in Europe and Latin America.

Today, as CEO, he is contributing to accelerating SEIDOR's growth plan to establish it as a leading global company in technology solutions and digital transformation.

### **Passionate about Teamwork**

He is passionate about working with talented teams and learning from them every day. He maintains a strong commitment to investing in the continuous development of talent and attracting new professionals, always with a focus on diversity, sustainability, and the positive impact of technology.

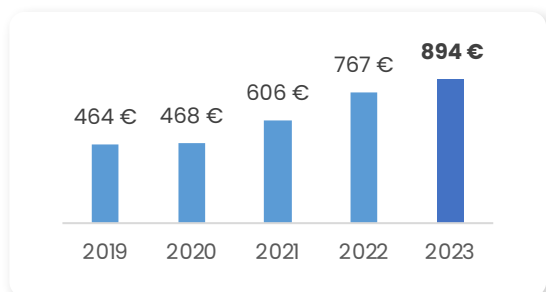


## 4. Key Figures



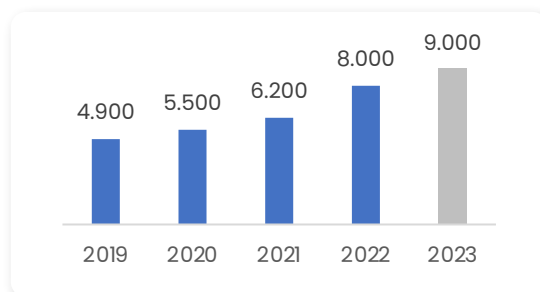
### Last 5 Years

**Annual revenue**  
in millions of euros



**Team**

Number of people





## 5. Global Presence

Direct presence with commercial and technical capabilities in over 85 offices across 45 countries, and through SEIDOR's partner network, in more than 100 countries.

### Europe

Andorra • Belgium • Spain • France • Ireland • Italy • Portugal • United Kingdom • Sweden

### North America

United States • Mexico

### Central America

Costa Rica • El Salvador • Guatemala • Honduras • Nicaragua • Panama • Dominican Republic

### South America

Argentina • Bolivia • Brazil • Chile • Colombia • Ecuador • Paraguay • Peru • Uruguay

### Middle East

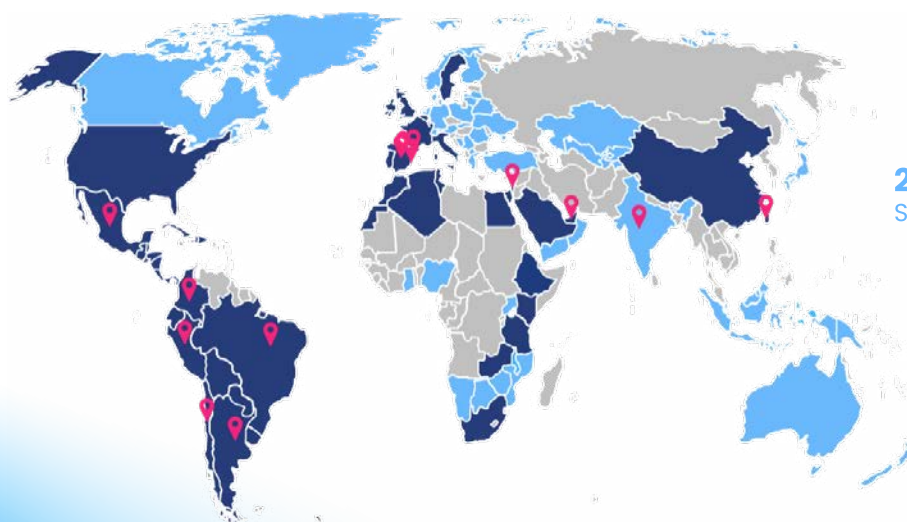
Saudi Arabia • United Arab Emirates • Kuwait • Lebanon • Qatar

### Africa

Egypt • Ethiopia • Kenya • Morocco • Mauritius • South Africa • Tanzania • Tunisia • Zambia

### Asia

China • Taiwan



**23 Competence Centers**  
Specialized in areas of expertise

■ Direct Presence  
■ Presence through partners  
📍 Competence Centers

## 6. Comprehensive Portfolio

SEIDOR has diversified and strengthened its key solutions, offering clients a comprehensive portfolio.

### **Artificial Intelligence**

Adoption of Artificial Intelligence for business transformation.

### **Edge Technologies**

Smart mobility and IoT to connect distributed devices with data centers.

### **Customer Experience**

Definition of unique and personalized experiences through any channel. Development, implementation, and operation of solutions to improve customer management and experience.

### **Employee Experience**

Definition of unique and personalized experiences through any channel. Development, implementation, and operation of solutions to improve employee management and experience.

### **ERP Ecosystem**

Solutions for real-time business management.

### **Data**

Identification of companies' information needs and the design and implementation of optimal analytical solutions.

### **Cloud**

Evolution of the ecosystem of applications and infrastructures to Cloud environments.

### **Application Modernization**

Enhancing scalability and application performance, ensuring more agile and cost-effective management by modernizing them with a Journey to Cloud approach.

### **Connectivity**

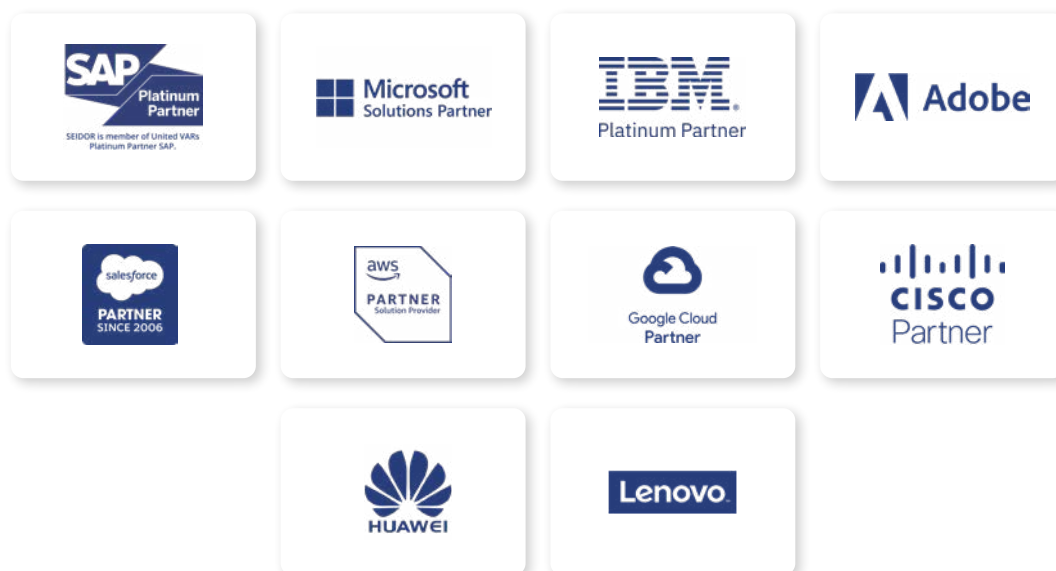
Continuous management and improvement of corporate networks, Data Centers, security, and IT infrastructures.

### **Cybersecurity**

Services to protect client operations against current cybersecurity threats.

## 7. Technology Partners

### Main Partners



### Others Partners



## 8. Humanizing technology

SEIDOR's sustainability strategy is based on the purpose of "Humanizing the world through technology."

Around this purpose, we find the set of values that guide all the actions and initiatives promoted by the company.

### Responding to current complexities

For SEIDOR, actions aligned with sustainability, and therefore with its purpose, address the main complexities of our current environment:

- Acceleration of digital transformation
- Shortage of IT talent
- An increasingly complex technological ecosystem
- Geopolitical and demographic changes
- Climate emergency context

In this context, technology plays an increasingly relevant role, either as an accelerator of change or due to its growing impact on any activity. In response to this reality, SEIDOR aims to take an active role.

To have this positive impact, SEIDOR is committed to recovering respect for the human condition and promoting those values that make us human, contributing to building a better world. Starting from this way of being, SEIDOR guides its actions in four major areas:

### a) Social

SEIDOR is committed to reducing the digital divide, especially among vulnerable groups. Through strategic programs and collaborations, it promotes training in digital skills, providing opportunities for people at risk of exclusion to improve their integration into the digital environment.



## b) Talent

Diversity, equity, and inclusion are fundamental pillars at SEIDOR. The company fosters an inclusive work environment, offering continuous training for both professional development in the IT sector and personal growth, ensuring that its teams acquire new skills and grow as individuals.



## c) Environment

SEIDOR is a Net Zero company, committed to sustainability. It promotes circular economy projects and technological solutions with a positive impact on the environment, aiming to neutralize its carbon footprint across all its operations while also supporting clients in achieving their own sustainability goals.



## d) Ethics

Ethics and regulatory compliance are essential at SEIDOR. The company implements corporate governance based on transparency, responsible data usage, and awareness of privacy, ensuring integrity in all its operations while respecting laws and regulations. In this area, it highlights its adherence to the United Nations Global Compact, which underscores its commitment to ethical and responsible principles on a global scale.



## 9. Certifications

### Talent

SEIDOR has been recognized for its strong commitment to the personal and professional development of the people within its team. The various recognitions and certifications obtained reflect the creation of an inclusive and diverse work environment, where talent is empowered in all its dimensions. Key highlights include:



**Forbes 100 Best Companies to Work For in Spain (2024):** SEIDOR is among the 100 best companies in Spain, standing out for its internal climate and development opportunities.



**Empowering Women's Talent (Spain 2024):** Recognized for its leadership in promoting female talent and developing women leaders in technology.



**Great Place to Work:** Certification obtained in the United Arab Emirates (UAE) and Mexico, recognizing the company's commitment to the well-being and satisfaction of its professionals.



**Employers for Youth (EFY):** Recognized in Argentina and Chile as one of the best companies for young talent, as well as for its EFY Fem version, which rewards commitment to gender equity and women's empowerment.

### Environment

SEIDOR is committed to sustainability, calculating, reducing, and offsetting its emissions to achieve carbon neutrality. The certifications obtained, such as Net Zero and other certifications, validate its responsible practices and commitment to a positive environmental impact.





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