



# Press release

## Tobania aims to double online activity within next four years

**By 2021 almost 10% of Tobania turnover will come from online**

**Brussels, 23 March 2017 – The Tobania Digital Business Solutions management team plans to double its online activity to represent close to 10% of group turnover by 2021, and increase team size from 50 to 100 IT and digital marketing experts. This goal aligns with the increasing need for online marketing support and in-house expertise for businesses and governments who choose a digital transformation.**

Tobania's Digital Business Solutions unit specializes in app and web development, web application development, analysis, web strategy, information architecture and online marketing services. The team offers end-to-end solutions and services, including consultation after delivery where necessary, so that solutions fully meet customer expectations. In fact, the unit has been one of Belgium's leading web builders and has become a pioneer for integrated solutions based on Microsoft and Open Source technologies including Kentico, Drupal, .Net, PHP, Xamarin and Azure.

### **A management team of experts**

The Digital Business Solutions unit is now for the first time managed by a team of managers, each with a specific area of expertise. Coordinating Business Unit Manager Wouter Biesemans facilitates the end-to-end journey of customers (corporations along with cities and towns), in cooperation with Geert Bens (service and project management), Annick Op de Beeck (marketing & communication), Geert Vanden Boer (operations management), and Barbara De Wilde (sales & account management).

Starting from now, the focus is on expanding professional support services and continuing to strengthen the team's technological expertise. The Tobania business unit has a responsive and flexible team of approximately 50 employees. By 2021 this team will be twice as large. In addition to the competences of project experts and consultants, Tobania customers can now also rely on the physical presence of technology experts in their own offices, both short and long term.

The Tobania business unit is also making a major effort to optimize its services with online marketing services to meet the rapidly growing demand for professional support in online and real-time communication and support of web activities. Tobania's goal is to work along with its customers with the development and implementation of digital strategies.

### **Synergy between Tobania business units**

For the Digital Business Solutions unit, rapid growth and expansion into the corporate and enterprise market segments will be supported by the synergies with Tobania's other business units. Tobania CEO Lode Peeters agrees with this: "Digital Business Solutions will also work closely with our other business units, with strong synergy in areas such as hosting, security, and business analysis, but also in the integration of mid-office and enterprise platforms such as CRM, SharePoint and O365. They complement



each other so that we can offer an integrated solution for the digital challenges of our customers, which is the basis for a long-term partnership."



put digital to work

#### **About Tobania**

Tobania is a full IT system integrator specializing in the digitization of companies and organizations. As a total provider of front-end enterprise solutions, Tobania's services include the construction and implementation of platform solutions, the development of customized solutions, and the integration of complex IT applications. In addition to analysis, development and testing, Tobania supplies specific software solutions for web development and staff planning, among others. As a one-stop-shop IT partner, it also provides supplementary hybrid infrastructure, security and management solutions, as well as all necessary support. Tobania is able to deliver all of these services and solutions by collaborating with more than 600 IT specialists and consultants. It achieved an annual turnover of 65 million euro in 2016.

#### **Press contact**

Lode Peeters  
CEO  
+32 2 300 80 32  
+32 498 11 08 08  
lode.peeters@tobania.be  
www.tobania.be

Tobania  
p.a. TOBIUS n.v.  
Heizel Business Park - gebouw II  
Romeinsesteenweg 564 - bus 4  
1853 Strombeek-Bever  
BELGIUM