

**PRESS RELEASE**  
**For immediate release**

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**eBusiness Institute and Lingaro combine forces to deliver first-class digital solutions**

**Geneva, December 15, 2021 - Geneva-based eBusiness Institute today announces its acquisition by global data and analytics company, Lingaro Group. This powerful union, shaking up the already competitive landscape of digital consulting companies, will set new standards for delivering first-class end-to-end digital transformation solutions built around insights from factual data and analytics.**

According to Gartner's 2021 research, more than 80% of marketing executives are disappointed with their current innovation implementation status. They lack the technology and digital marketing expertise to build performance-driven solutions. The joint expertise of eBusiness Institute and Lingaro is an efficient match to these expectations.

Founded in 2013 in Geneva, eBusiness Institute quickly established itself as a leader in eCommerce, helping multinational companies like Nestlé, Procter & Gamble and Logitech to accelerate their digital transformation. With over 30 employees based in Geneva, Switzerland, positioned amongst some of the world-leading digital specialists, eBusiness Institute is now being acquired by the Lingaro Group.

*"The acquisition of eBusiness Institute will allow the Lingaro Group to grow even faster on the global market. It is an ideal partner that fits our organization in terms of its culture, clients and offer. eBusiness Institute experts are able to build both the strategy for presence in online channels and implement marketing activities to increase sales there. These services are consistent with Lingaro Group's offer, which builds marketing analytics solutions and e-commerce stores for its customers"* explains Sebastian Stygar, Co-CEO at Lingaro Group.

This integration sees two already strong providers in the marketplace combine to become an all-round force in the world of digital marketing. This move will empower global marketers with a unique mix of digital and analytical competences using data intelligently to fully understand what really drives the purchasing decisions of customers.

Innovative leader in data and analytics, Lingaro leads the field of data capture and provision of analytical solutions drawing intelligent and proven insights from factual data, helping organisations to engage their customers more deeply and driving exceptional performance in digital marketing and eCommerce. With their head office in Poland and an office in Zurich, they have delivered solutions in 30 countries worldwide.

eBusiness Institute's Founder & CEO, Luigi Matrone, explains the strategy behind this powerful integration *"It's a fact that digital transformation is moving at a frighteningly fast pace. Our mission is to help our clients to keep up with this pace of change and, to achieve this, we must hold ourselves to this standard as well. We need to constantly evaluate our own business and service offerings, and ensure we are well positioned for the future. Today, that future is being constantly shaped by data, and we are taking a big step to expand our leadership in this area."*

In recent years, it has become evident that there cannot be effective eBusiness transformation without the correct data integration. The dynamic fusion of Lingaro's data and analytics specialisms with eBusiness Institute's established expertise will offer clients the most powerful



and complete digital transformation solutions in the market, securing success for their clients and ultimately providing outstanding experiences for consumers.

#### **About eBusiness Institute**

Founded in 2013, eBusiness Institute provides a broad range of end-to-end eCommerce and marketing technology services for leading global brands in the consumer goods, pharmaceutical, mass luxury, and consumer electronics industries.

[www.ebusinessinstitute.com](http://www.ebusinessinstitute.com)

#### **About Lingaro Group**

With a global footprint and more than 1200 employees worldwide, Lingaro Group is a trusted technology solutions partner to Fortune Global 500 companies helping enterprises gain a competitive advantage through business intelligence and analytics such as Big Data, Data Warehousing, Data Analysis and The Internet of Things.

<https://lingarogroup.com/>

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