

Esprinet distributes Webidoo's Digital Transformation solutions

Vimercate (Monza Brianza), Nov. 20, 2023 - ESPRINET (PRT:IM), a leading group in Southern Europe in consulting, sales and rental of technology products and IT security, has signed a distribution agreement with Webidoo, a digital company specializing in the development of technological and organizational solutions for the digital transformation of companies.

Webidoo began as a service company with the goal of simplifying digital access for SMEs and has evolved into a tech company that creates highly innovative tools for businesses of all sizes. Its strong innovative traction is realized in various areas of expertise, from digital services to digital factories via hi-tech retail; to each of these areas the company dedicates a specific organizational division.

Esprinet will distribute a number of solutions from the Webidoo range: Jooice, the all-in-one platform for digital marketing for SMEs protected by a double patent, which from November 22 will also integrate Welpy, the first smart marketing assistant for companies and professionals based on artificial intelligence; WebiExport360, a consulting package dedicated to companies that want to embark on a path of internationalization through digitization, in particular by using the Alibaba.com platform; and WebiLink: the service designed for companies that want to exploit the potential of LinkedIn for social selling.

*"We are happy to enrich our prestigious strategic partnerships with a leading company like Esprinet," comments **Daniel Rota**, CEO of Webidoo. "Export consulting, social selling and Jooice, all the more so now that the platform is about to take a further step forward thanks to Welpy's artificial intelligence, are the products and services we are focusing on the most: Esprinet has believed in our expertise and experience alongside Italian SMEs and this makes us very proud and certain that this is the beginning of a fruitful collaboration."*

*"The collaboration between Esprinet and Webidoo starts from the common goal of growing Italian SMEs with innovative and cutting-edge tools that are essential to meet the challenges of digitalization," added **Patrizia Combi**, Group Digital Solutions Division Manager at Esprinet. "Indeed, together we aim to provide SMEs and small business customers with effective products to accelerate the processes of managing their digital tools, with a view to simplification and multifunctionality. The initiative will involve companies from different market sectors, from retail to services, and Webidoo will provide all the digital marketing tools to facilitate access to the digital world."*

Esprinet is an enabler of the technology ecosystem that, with a strong focus on environmental and social sustainability, fosters tech democracy. With a comprehensive offering of consulting, IT security, services and products for sale or rent through an extensive network of professional resellers, Esprinet is the leading group in Southern Europe (Italy, Spain and Portugal), fourth in Europe and among the top ten globally. With more than 1,800 employees and 4.7 billion euros in sales in 2022, Esprinet (PRT:IM - ISIN IT0003850929) is listed on the Italian Stock Exchange.

Webidoo, a digital company specializing in the development of technology and organizational solutions for the digital transformation of companies, began as a service company with the goal of simplifying digital access for SMEs and evolved into a tech company that creates highly innovative tools for businesses of all sizes. From this vision came Jooice, the dual-patent protected platform that centralizes and simplifies the management of all digital marketing activities in a single hub, and Welpy, the collaborative artificial intelligence that accelerates the growth of companies by accompanying them to the discovery of digital transformation. Webidoo's strong innovative traction is embodied in various areas of expertise, from digital services to digital factories via hi-tech retail; the company dedicates a specific organizational division to each of these areas.



For more information:

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