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Webidoo SpA: collaboration with Nexi for the digitization of Italian SMEs

Milan, Nov. 10, 2023 - At the IAB Forum, **Webidoo SPA**, a digital company specializing in the development of technologies and services for the digital transformation of businesses, announced a collaboration with **Nexi**, Europe's leading PayTech, to support the digitization of Italian SMEs.

The collaboration between the two companies starts from the common goal of growing businesses with innovative and cutting-edge tools, such as Jooice and digital payment systems, and kicks off a journey that explores the potential of their respective products to serve the evolution of SMEs and small businesses, which they both target.

With this initiative, Nexi aims to provide its customers with simple and effective support to manage all the most strategic digital activities and finds in Jooice the ideal tool to integrate the functionalities offered by its payment systems.

Jooice, in fact, is the double-patent-protected platform that uses artificial intelligence to provide companies with all digital marketing tools in one hub, select the most suitable ones based on the entrepreneur's goals, and simplify their use by making them accessible even to non-experts.

"Our Jooice platform is evolving rapidly, and we are proud to inaugurate partnerships in the fintech sector with Nexi, a cutting-edge company that, like us, wants to be at the side of Italian SMEs to face the challenges of digitalization," comments **Daniel Rota**, CEO of Webidoo. *"Digital payments are an essential part of the digital development of every business, and collaborating with partners like Nexi allows us to understand what the future evolutions can be with which to make our products increasingly efficient and complete."*

*"The collaboration with Webidoo marks a further boost for our business customers engaged in digital transformation," explains **Dirk Pinamonti**, Head of eCommerce Italy and Greece at Nexi, "we will bundle those who choose our POS with the Jooice platform with the first two months at no cost. Merchants get with Jooice a practical and intuitive tool that allows them to accelerate the growth of their business and their digital presence."*

About Webidoo SpA

Webidoo, a digital company specializing in the development of technology and organizational solutions for the digital transformation of companies, was founded 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. 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.

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