Webidoo SpA signs agreement with Juice SpA for distribution of Jooice platform

Milan, September 7, 2023 - Juice SpA, an Apple Premium Reseller with 60 outlets throughout Italy, and Webidoo SpA, a digital company specializing in the development of technologies and services for the digital transformation of businesses, announce a new partnership for the distribution of the Jooice platform.

The collaboration between the two entities starts from the common goal of growing B2B companies with innovative and cutting-edge tools designed specifically to meet the challenges of digitalization. In this way, each complements the other's services through an offering that, for the first time, proposes the software designed by Webidoo in a widespread and structured network of physical outlets.

With this collaboration, Webidoo and Juice aim to accelerate the evolution of small and medium-sized businesses, which will be able to purchase the Jooice platform directly in-store to simplify and unify access to the opportunities offered by digital marketing.

Juice, with 60 stores, is the largest Apple Premium Partner retail chain in Italy. In the stores, customers are welcomed and looked after by experienced Apple Specialists and can find and touch all the new Apple products. Great attention is paid to professionals and small businesses, with specific solutions designed to ensure maximum customer satisfaction.

Jooice is the dual-patent-protected platform that uses Artificial Intelligence to provide businesses with access to all digital marketing tools in one hub, selecting the most suitable ones based on the objectives of each individual business and offering them in a user-friendly version that can be managed even by non-experts.

The purpose of Jooice is twofold: on the one hand, to provide SMEs with quick, intuitive, and autonomous access to the most advanced business channels by helping them integrate all the benefits of technological innovation; and on the other hand, to ensure that all companies have a versatile and scalable tool, depending on the size of the business-large, medium, or small-that simplifies the time and ways of managing digital activities to achieve their goals.

"The world of SMEs is an important market, and giving added value in terms of innovative tools to our B2B customers was our goal," says Matteo Santi, Juice's commercial director. "We found in Webidoo the ideal partner and in Jooice the perfect product for this step. So we can continue to help our customers grow through quick and simplified access to digital technology, which is increasingly strategic in business."

"We are pleased to make our Jooice platform available to Juice to support business customers in their digital transformation. Jooice is giving us great satisfaction and important partnerships like this one confirm how much its innovative drive and uniqueness are appreciated. We have intercepted a real need of SMEs, looking for cutting-edge solutions that are, at the same time, simple and accessible," comments Daniel Rota, CEO of Webidoo.

About Webidoo SpA

Webidoo, a digital company specializing in the development of technological 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.

webidoo.com

jooice.com

About Juice

Juice, with 60 stores in Italy and over 400 employees, is the largest Apple Premium Partner retail chain and the ultimate expression of Apple resale and service in Italy.

Present in 53 Italian cities, Juice guarantees a widespread presence in the territory; the possibility of purchasing Apple devices is flanked by certified assistance with qualified and constantly trained personnel, to offer a complete service of the highest quality to customers.

Great attention is devoted to professionals and small businesses, with specific solutions, and to the educational world, with proposals for students and teachers. Juice's goal has always been the maximum satisfaction of its customers, through courtesy, competence and professionalism.

Juice l Apple Premium Partner

juice.it

Contatti Ufficio stampa

White Lady

Laura Calevo/Gianna Avenia

laura@whiteladypr.it /gianna@whiteladypr.it

+ 39 335 5641177

Via Conca del Naviglio 9, Milano