

NORDLO

PRESS RELEASE

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Nordlo targets SMEs in Gothenburg and Stockholm: “More people will know how great we are”

The IT group Nordlo is now making a targeted initiative aimed at small and medium-sized enterprises in Gothenburg and Stockholm. In this segment, demand for cybersecurity and support in using AI services is high.

“With everything happening globally, it is natural that customers’ need for stability and security is increasing. Our focus right now is to raise awareness of Nordlo. If more people knew about our commitment and expertise, I am convinced that more would choose Nordlo,” says Per Rosén, Head of Business Area Nordlo City Sweden, responsible for the SME segment in Stockholm and Gothenburg.

According to figures from the analytics firm Radar, many companies are uncertain about how AI can be used in a secure and business-relevant way. Few have a clear strategy, and the level of knowledge is still uneven.

“The biggest perceived potential risks relate to the data used to train AI agents, and the fact that AI can pose a security threat to the organisation. Here, we see a strong need for guidance, structure and secure implementation. This creates confidence and reduces AI-related stress among customers.”



Per Rosén, Head of Business Area Nordlo City Sweden.

Security has also emerged as one of management’s most important issues. One in three companies in the SME segment invests 10 percent or more of its IT budget in security, according to Radar. This is in line with the national average, but Per Rosén believes investments may increase.

“Cyber threats have previously mainly targeted larger organisations, but as criminals increasingly use AI in various ways, smaller companies are also exposed.”

“We believe that a focused initiative in Stockholm and Gothenburg, where many of the country’s SMEs are based, will deliver very strong results.”

Greater awareness will bring customers to Nordlo

The group’s goal is to grow by approximately 15 percent annually. Advanced contract discussions are already under way with several companies, primarily in the Stockholm region.

Per Rosén sees the key to success in building on Nordlo’s high customer satisfaction and working closely with clients, as well as increasing local awareness of the company as a whole.

“If more potential customers knew how committed we are to their business, how many satisfied customers we have, the responsibility we take for the whole and how we help them move into

Nordlo is one of the leading providers of cloud and infrastructure services in the Nordic region. The company offer scalable operational solutions, managed services and full outsourcing of IT and digitalisation services to companies and public sector organisations. Through close cooperation and sustainable choices of innovative technology, Nordlo help customers strengthen their competitiveness and drive digitalisation forward. Nordlo has a turnover of SEK 2.5 billion and approximately 1000 employees at locations throughout Sweden and large parts of Norway. nordlo.com/en

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the future, then more would choose Nordlo,” says Per Rosén, Head of Business Area Nordlo City Sweden.

About Nordlo City

Nordlo City is responsible for the company’s SME segment in the metropolitan areas of Stockholm and Gothenburg. Nordlo City comprises approximately 115 employees and generates revenue of around SEK 300 million. The new business area primarily targets companies with 50–300 users.

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