

PRESS RELEASE

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Nordlo challenges IT providers in Halland – recruits local business developer

Nordlo is stepping up its presence in Halland, Sweden, with the appointment of Mikael Andersson as a new business developer at its Halmstad office. The goal is to increase revenue from SEK 20.3 million to nearly SEK 50 million within two years.

“Halland has a vibrant business community with companies spanning a wide range of industries. We have the most satisfied customers in the industry and an approach built on close, long-term customer relationships. That is something we intend to build on,” says Martin Westberg, CEO of Nordlo in Halmstad.

Growing demand for cybersecurity and AI services, combined with a broader offering and an expanded sales organisation, will support Nordlo’s new investment in Halland. The region has a growing business community, predominantly made up of small and medium-sized enterprises, which constitute Nordlo’s primary customer group.

“Many companies are facing major changes in how they use IT. Rapid developments in AI have prompted many business leaders to consider how the technology can best be applied within their organisations, while ensuring that it is used securely. At the same time, cybersecurity requirements are higher than ever.”

Nordlo’s Halmstad operation dates back to 1993 and has been part of Nordlo since 2019. Today, the Halmstad office has eight employees. The goal is to increase revenue from SEK 20.3 million to nearly SEK 50 million within two years, while growing the team to more than 15 employees.

“We want to help companies that currently do not have an external IT partner, while also growing by gaining market share from other IT providers in the region.”

As a concrete part of this initiative, Nordlo has recruited Halmstad resident Mikael Andersson as a new business developer.

“Mikael has extensive experience in the IT industry and a well-established network in the region. His role will be to develop new customer relationships and strengthen Nordlo’s visibility in the local market.”

Halmstad joins forces with Borås

A key factor in the success of the initiative is the closer collaboration between Nordlo’s Halmstad and Borås operations, which has been in place since the beginning of the year. Together, they form a joint organisation of more than 60 employees.

This gives the Halmstad office access to a larger pool of consultants and specialist expertise in areas where demand is high, including cybersecurity, AI and public cloud services.



Martin Westberg, CEO of Nordlo in Halmstad.

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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“We have a strong organisation behind us and can combine specialist expertise with the local presence that companies here are looking for.”

“For us, local presence means more than simply having an office. We want to get to know the companies and the people who run them, and build relationships that last. According to the analyst firm Radar, Nordlo has the highest customer satisfaction in the industry, and we intend to demonstrate why,” says Martin Westberg, CEO of Nordlo in Halmstad.

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