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Proact retains top ranking in major customer satisfaction survey

With the most challenging phase of the Covid-19 pandemic now over, customer satisfaction in the Swedish IT market is rising, according to industry analysts Radar. In Radar's newly released 2022 Supplier Quality survey, Proact retains its top ranking in two of the market segments where customer satisfaction was evaluated.

The independent analyst firm Radar Ecosystem Specialists has just released its 2022 Supplier Quality report, which measures quality and value creation in customer-supplier relationships in the Swedish IT market. Decision makers from more than 800 organisations have contributed to this year's survey by assessing their IT providers.

In the new survey, customers give their suppliers higher marks compared with the 2020/2021 report, when Radar concluded that the Covid-19 pandemic had a negative impact on customer-supplier relations. Overall customer satisfaction is up from last year, and Radar observes that suppliers show better understanding of customer needs and use a more proactive approach.

Proact has retained its top-five ranking in two of the four market segments covered by the Supplier Quality survey: Infrastructure and Consulting services.

"It's very pleasing to get solid confirmation for what we are already experiencing: that Proact has emerged from the pandemic with maintained trust from our customers. We have gone through this period together with customers, meeting the challenges by adapting our delivery as well as employing flexible means for meeting and collaboration. As businesses are preparing for hybrid work becoming the new normal, we are confident that our customers will be equally satisfied under the new circumstances," says Lena Eskilsson, Managing Director, Proact IT Sweden AB.

In its comments on the Supplier Quality survey, Radar notes that the pandemic was a challenging time for business relations. The survey period for the latest report was extended to Q1 2022, to give a clear picture of the current status of supplier-customer interaction in conjunction with the pandemic.

"The outcome of the 2022 Radar Supplier Quality study underlines the importance of clearness in expertise and delivery, which is reflected by customers' appreciation of partnership and value creation in their supplier relations. IT providers who demonstrate expertise and transparency in their offering will be rewarded as customers are compelled to focus on costs and margins," says Hans Werner, CEO, Radar Ecosystem Specialists.

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**About Proact**

Proact is Europe's leading specialist in data and information management with focus on cloud services and data centre solutions. We help our customers to store, connect, protect, secure and drive value through their data whilst increasing agility, productivity and efficiency.

We've completed thousands of successful projects around the world, have more than 4,000 customers and currently manage hundreds of petabytes of information in the cloud. We employ over 1,000 people in 13 countries across Europe and North America.

Founded in 1994, our parent company, Proact IT Group AB (publ), was listed on Nasdaq Stockholm in 1999 (under the symbol PACT). For further information about Proact's activities please visit us at www.proact.eu