

AFFECTO CLOSES DEAL ACQUIRING CLOUD ANALYTICS FIRM BIGDATAPUMP

Affecto, a leading Northern European provider of data-driven solutions, has closed a deal acquiring BIGDATAPUMP to accelerate growth in cloud analytics across Finland and Scandinavia.

“From governments to private businesses, organizations require agile approaches in analytics to remain relevant,” states Affecto’s Deputy CEO Iikka Lindroos. “Affecto and BIGDATAPUMP’S combined capabilities can now power any Nordic organization moving in that data-driven direction.”

The companies have already begun joint delivery of an advanced data monetization project in Finland. Combining the strengths of BIGDATAPUMP with the Affecto brands [Weave*](#) and [Karttakeskus*](#), the project was commissioned even prior to the finalization of [BIGDATAPUMP’s acquisition deal](#) on 2 February 2017.

“Such instant customer validation,” notes Lindroos, “it directly attests to the uniqueness of our collective capabilities and to the real customer value we generate through working together.”

Sharing Success: Going Forward Together

BIGDATAPUMP, founded by ex-Nokia experts in Microsoft Azure and cloud analytics, is a natural fit for the Affecto family.

“Affecto’s unique combination of offerings like managed services and custom development especially complement BIGDATAPUMP’s capabilities,” states Martti Reilander, Managing Director of BIGDATAPUMP. “We’re definitely excited to see this partnership play out internationally soon.”

BIGDATAPUMP’S establishment in Scandinavia is already underway, with [recruitment](#) for several key Stockholm-based positions begun in January.

Working with world-class colleagues on pioneering projects, BIGDATAPUMP will retain its own brand and culture as it joins the Affecto PowerGrid of experts, which spans 20 offices across Northern and Baltic Europe.

About Affecto

Affecto powers data-driven companies to convert information to insight, advance insight to action, and sustain long-term data-driven solutions.

For additional information on Affecto, its services, or local branches, please visit www.affecto.com.

For more information on BIGDATAPUMP, its services, or current employment opportunities, please visit www.bigdatapump.com

For official statements or additional information on Affecto’s purchase of BIGDATAPUMP or the [company’s joint business](#), please contact Iikka Lindroos, Deputy CEO, at likka.lindroos@affecto.com or +358 40 8018331.

**[Weave](#) is Affecto’s service design and agile software development unit*

***[Karttakeskus](#) is Affecto’s Geographical Information System company*

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