



News

SoftExpert expands international presence and attracts customers in EMEA region



In the second quarter alone, the company signed more than 12 new accounts in different countries in Europe, the Middle East, and Africa (EMEA)

SoftExpert, a provider of solutions for integrated management of compliance, innovation, and digital transformation, continues to make progress in its international expansion strategy and celebrates new customer agreements in several countries through the work of its business units and partner network. In the first half of 2022 alone, there were more than 50 new accounts from sales in the foreign market.

With consolidated operations in the Americas, SoftExpert, which has globalization as one of its main foundations, has been expanding its global presence year after year with the opening of units in strategic regions, the most recent of which opened in June in Turkey, led by Turkish executive Vedat Aksoy. The operation has already resulted in new customers, demonstrating the importance of maintaining local service with professionals inserted in the culture of each region, leveraging opportunities in underexplored markets that lack solutions driving digital transformation.

Together, between the months of May and August, the SoftExpert units that make up the EMEA region, in partnership with the channel network, signed agreements with new customers such as **Azersun, in Azerbaijan, Atilim University, in Turkey, Dhoot Transmission** and **Mask Polymers in Índia, 4 Racing in África do Sul, Eastern Province Municipality in Saudi Arabia, Gambia Revenue Authority in Gambia, Likum and Lab 68 in Italy**, and **Kantox in Spain**.

The CEO of SoftExpert, Ricardo Lepper, highlights some initiatives that helped to leverage the organization's presence in the international market. "The development of teams with native professionals and inserted in the culture of the countries where we operate, as well as the network of specialized partners, have been essential for achieving the goals of sustainability and expansion of our operations around the world," he points out.

Partnerships strengthen multiplication of demands

In addition to its own units, the company has approximately 100 partners specialized in the EMEA region alone, fundamental to the organization's objectives, which wants to be increasingly closer to its customers, allowing the multiplication of demands from a local scope to a global approach, fully aligned with the needs of multinational companies.

Organizations around the world are constantly seeking compliance in their businesses, meeting extremely strict global standards and regulations specific to their industries. "And the role of channels is key in this regard, as our partner network has expertise in each business vertical, understanding the particularities of each market," emphasizes Lepper.

International Certifications

Strategic alliances have reinforced the quality and safety of the Company's products. Recently, the SoftExpert Suite solution was certified by **Metecon GmbH**, a pioneer organization in Germany when it comes to consulting and support in compliance with standards and guidelines for medical device manufacturers and regulatory affairs. The certification qualifies the software for meeting industry-specific quality standards for regulatory software.

Another partnership generating important results was signed with Amazon Web Services. By completing the **Foundational Technical Review (FTR)** program, the company won the qualified software seal, enabling us to serve customers who want to migrate their traditional architectures securely and efficiently to the cloud, anywhere in the world.

For the future, the expectation and efforts are to consolidate operations in the markets where the company already is present and to continue expanding operations by opening units and partnerships in Australia and South Africa, increasing the company's **revenue** 5 times by 2030, which in 2021 was R\$100 million.

ABOUT SOFTEXPERT

Operating in the business management software market, SoftExpert emerged in 1995 in southern Brazil. Currently, the brand has over 500 employees, 2,000 customers, 600,000 users spread across 50 countries, 300 partners worldwide, including strategic alliances with companies such as AWS, Bakertilly, Deloitte, Kodak Alaris, and DocuSign, in addition to business units in 9 countries. This is because SoftExpert has solutions for companies ranging from business management and corporate quality to environmental, project and government management in just one contract for its customers, providing them with greater efficiency, agility, and cost-effectiveness. Its global presence shows that SoftExpert adapts its range of services according to the needs of companies, as well as their locations. The platform offers a set of multi-language modules that are integrated to automate processes and optimize different business areas of organizations.

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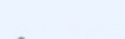
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