

Dreamforce 2019: The Micropole Group unveils albert, Its new agency dedicated to the Salesforce ecosystem

Levallois-Perret, November 18th 2019. At the Dreamforce 2019 conference, Micropole, an international consulting and innovative technologies group specializing in Digital Experience, Data Intelligence and Data Governance, officially announced the creation of its albert agency, a new own-brand agency dedicated to the Salesforce ecosystem.

Albert (a nod to Einstein) Salesforce's artificial intelligence program, the agency is structured to support companies along the entire value chain of the American vendor's SaaS solutions, from consulting to reporting, design, implementation and campaign management.

Run from Switzerland for the whole of Europe, the albert agency illustrates the strength of the partnership between Salesforce and the Micropole group. "Albert agency was conceived as a cross-functional organization of organizational, functional and technical know-how on Salesforce solutions", explains Fabrice Perrin, General Manager of Micropole in Switzerland and Director of the albert agency. "The various "clouds" which are the main pillars of the Salesforce offer, are linked very naturally with the Digital & Data businesses of the Micropole group, from "cloud marketing" to enterprise BI with Table, via the cloud integration inherited from Mulesoft, : all being infused with artificial intelligence with Einstein.

"We are delighted to welcome albert agency to the Salesforce ecosystem," enthuses Blaise Roulet, Country Leader Switzerland at Salesforce. "It's a new talent, whose solutions will help improve our customers' experience.

This creation is in line with the Micropole group's Cloud-based development strategy, as previously announced, and should contribute to the objectives set out in a growth plan launched several months ago.

About the MICROPOLE GROUP | www.micropole.com

MICROPOLE is an international consulting and innovative technologies group specializing in the fields of Digital Experience, Data Intelligence & Performance and Data Governance & Architecture. From its 16 branches located in Europe and China, the Group's 1150 #INNOVATIVE PEOPLE (consultants, business experts, engineers, UX designers...) support their clients all over the world in all phases of their projects, from consulting to implementation, and on training. MICROPOLE generates 30% of its revenue internationally and is listed on the Eurolist market compartment C of Euronext Paris, Next Economy segment.

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