

PRESS RELEASE

Waterland portfolio company Enreach expands via four acquisitions in the Nordics, Netherlands and the UK

Almere, Helsinki, Rotterdam; 19 May, 2021 – Enreach, a fast-growing European provider of unified communications solutions (UCaaS), has formed four new partnerships via acquisitions: With the Finnish UCaaS market leader Benemen, Enreach expands its presence in Northern Europe and strengthens its product portfolio with leading cloud telephony and contact centre solutions with a particularly high compatibility with Microsoft Dynamics and Salesforce. The acquisition of Netherlands-based Go2the.cloud (G2C) will enable Enreach's partners and clients to gain simplified access to Microsoft Cloud Services. With UK-based Pace Telecom, Enreach continues the expansion of its UK client base; similarly, the acquisition of Netherlands-based Prewest allows Enreach to expand in its Dutch home market.

The cooperation with Benemen enables Enreach to enter the Finnish market and to further strengthen its capabilities in integrating software solutions into its portfolio, as the 70-strong Benemen team has already developed efficient interfaces for Salesforce, Microsoft Dynamics and Microsoft Teams. The Finnish company will also strengthen Enreach in its capacity as a mobile virtual network operator (MVNO) with three new locations in Finland, Sweden, and Poland.

With the help of Microsoft Cloud Service provider G2C, Enreach acquires even more expertise in equipping digital workplaces with Microsoft. Founded in 2016, G2C brings a scalable SaaS model to the group: Microsoft “office productivity” solutions will be offered along with Enreach’s compatible software solutions.

To expand its client bases in the Netherlands and the UK, Enreach is bringing Dutch ICT and telecommunications provider Prewest as well as UK-based cloud telephony specialist Pace Telecom on board. Prewest has achieved strong growth in recent years and will support Enreach in further improving its service offering. Pace Telecom specializes in cloud telephony, which will be integrated with Enreach’s UK business and help to accelerate the launch of CCaaS, chat AI and electronic POS products in this market.

Enreach was formed in 2018, when Waterland supported the merger of German Swyx, Dutch Voiceworks and Centile Telecom Applications (now known as Enreach for Service Providers) in France, each of them leaders in their respective markets. The merged company has since grown into a pan-European player through strategic acquisitions in the UK (Network Telecom), Denmark (HeroBase, ipnordic and M Mobility) and Spain (masvoz). With the acquisition of masvoz and HeroBase as well as Netherlands-based Botsquad, Enreach expanded its portfolio to include integrated cloud contact centre solutions.

Enreach’s buy-&-build strategy is based on two pillars: Firstly, with Waterland’s support, the company is continuously expanding its geographical presence through strategic acquisitions. Secondly, new best-in-class technologies are purchased and rolled out via Enreach’s platform solution.

“The acquisition of Benemen is another huge step forward for Enreach, particularly in terms of CCaaS, integration with Microsoft or Salesforce, and as a mobile virtual network provider. With the recent add-on acquisitions, Enreach is consistently pursuing its strategy of expanding its client base across Europe and deepening its existing product range. This also further improves



the quality of its services, with the client remaining the central aspect of its business model. We have already helped Enreach set foot in the UK in 2019 with the addition of Enreach UK (formerly Network Telecom). With the new acquisition of Pace Telecom, we now have a broader client base in the UK, to which Enreach will be able to offer its entire CCaaS expertise in the future, including AI. All of these are continuous steps towards European market leadership”, says Dr. Carsten Rahlfs, Managing Partner at Waterland.

Waterland has extensive experience in the fields of digitalisation and integration of ICT service providers through its investments in several European countries. In the German-speaking region, Waterland already has stakes in companies such as netgo (IT system house), the Serrala Group (payment technologies), Tineo (enterprise IT) as well as a managed enterprise platform consisting of the companies Beck et al., binary, direkt gruppe and infoWAN.

About Waterland

Waterland is an independent private equity investment group that supports businesses in realizing their growth ambitions. With substantial financial resources and industry expertise, Waterland enables its portfolio companies to achieve accelerated growth both organically and through acquisitions. Waterland has offices in the Netherlands (Bussum), Belgium (Antwerp), France (Paris), Germany (Hamburg and Munich), Poland (Warsaw), the UK (Manchester), Ireland (Dublin), Denmark (Copenhagen), and Switzerland (Zurich), and currently manages more than eight billion Euro equity.

Since its founding in 1999, Waterland has consistently achieved above-average investment performance with its investments. Globally, Waterland holds rank four in the HEC/Dow Jones Private Equity Performance Ranking (December 2019) as well as ranked eighth in the Preqin Consistent Performers in Global Private Equity & Venture Capital Report among global private equity firms. In addition, Real Deals has awarded Waterland the title “Pan-European House of the Year 2020”.

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