

PRESS RELEASE

Arsenalia Group bet on Rome with The Innovation Factory

A strategic partnership has been signed between the consulting player and the Roman digital hub, specialized in eCommerce, Mobile and Enterprise Solutions.

ARSENALIA group add a new element to its network by signing a strategic partnership with The Innovation Factory digital hub with the aim of creating a strong presence on the Public Administration market of Rome and the entire Centre-south of the country.

Since 2019, ARSENALIA group is a parent company that operates in the consulting and managerial area and in the business integration field, connecting exclusive independent realities to each other and in doing so, promoting individual development and uniqueness.

At the moment, ARSENALIA group has 12 companies or brand dealing with the challenges of the digital transformation and an increasingly complex and demanding market: Actabase, Alpenite, Altitudo, Amplize, Anda, Anda+, Ccelera, Concrete, Invent Commerce, Oblics, Reelevate and Vulcano Agency. The strength of the group is expressed in the continuous and fruitful contamination of ideas, which accompanies the companies along a progressive and constant growth made up of valuable experiences.

The ARSENALIA group companies manage complex projects with and high tech content in the field of digitalization, system integration, creativity and business consulting. The group, which is present in several European countries, develops a turnover of 50 million euros with a workforce of over 600 professionals.

"We're happy to have made this partnership with The Innovation factory. It is the result of complementarity and synergy measured on the field over the past few years and which is now being strengthened to better address the growth objectives that the Arsenalia group has set itself for 2022" states Giovanni Marta, Partner of Arsenalia Group.

The Innovation Factory, with its team of 50 highly technical professionals, has been supporting B2C and B2B companies in the digital transformation process for over ten years, taking care of every detail with an important focus on eCommerce platforms.

"It will, without any doubt, be a win-win collaboration for both of us that will strengthen our expertise, allowing us to grow synergistically in the central-southern market and in the Public Administration" says Pablo Liuzzi, Partner of The Innovation Factory.

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Arsenalia Group

Arsenalia Group is a corporate group operating in the strategic and management consulting sector and in the systems integration, that aggregates excellent realities, promoting their development and uniqueness. Today there are 12 companies and brands of the group: Actabase, Alpenite, Altitudo, Amplize, Anda, Anda +, Ccelera, Concrete, Invent Commerce, Oblics, Reelevate and Vulcano agency.

The Group has an international presence, currently centered in Europe, with offices in Italy, Venice, Milan and Rome and offices in France, Austria, Switzerland, and the United Kingdom where a total of over 600 professionals work.

The Innovation Factory

The Innovation Factory is a digital hub that provides innovative solutions and custom technologies to meet the specific needs of each customer. Adobe, Magento and Microsoft certified partners and experts in the implementation of the main eCommerce platforms, The Innovation Factory team is made up of certified developers and supports B2C and B2B companies in the digital transformation process, taking care of every detail.