Bisnode acquires Big Data company

In order to ensure its leadership in Data & Analytics, Bisnode acquires Swan Insights and reinforces its Big Data Analytics capabilities.

Bisnode, the leading European Data & Analytics company, now invests in strengthening the group's Big Data Analytics capabilities by acquiring the Brussels-based company Swan Insights SA/NV. Swan Insights is an award-winning, recognized Young Innovative Company providing new-generation Business Information solutions in Belgium, Luxembourg, Germany and the United Kingdom.

"With the acquisition of Swan Insights, Bisnode will develop products and solutions required by a fast-evolving market, embedding the most advanced technologies in Big Data and Data Science. Swan has a deep expertise in machine learning, predictive analytics and natural language processing, as well as in data acquisition. The company has also instilled an efficient R&D culture where data scientists and business engineers are at the core of the innovation process. This acquisition will help Bisnode with its strategic transformation and will bring even more value to its local and global customers," says Marcus Hartmann, Bisnode Group Director Big Data Analytics.

Swan Insights was founded in 2013 and is now a team of 13 people. The company has been recognised several times for its innovative activities, and has been supported by the Brussels Region since its inception through various investments and innovation incentives.

"Joining an established, international group like Bisnode is the natural evolution of Swan. We have developed technologies and methodologies that perfectly match the strategic ambition of Bisnode, and that will florish the best way possible thanks to the group's resources and talented people. We are all eager to contribute to their success," says Laurent Kinet, co-founder and CEO of Swan Insights.

The acquisition of Swan Insights is part of Bisnode Group's strategic Key Initiative related to Big Data, aiming at deploying an Advanced Analytics capability at a global scale.

FOR MORE INFORMATION PLEASE CONTACT:

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About Bisnode
Bisnode is a leading European Data & Analytics company, with operations in 18 countries and 2,400 employees. Bisnode helps companies find and manage their customers throughout the customer lifecycle. We do this by pioneering Smart Data to enable our customers to make Smart Decisions. It means that we can match and analyze our customers data with our data and the data that today's connected world generates, so-called Big Data.

For more information go to: www.bisnode.com.