

Brightstep sold to Accenture

2015



Brightstep: Delivering digital commerce solutions in the Nordics

“We chose to hire Stella EOC because of their specialisation in tech/e-commerce, their international experience and their personal commitment. They contributed in the best possible way in our sale process, demonstrating their wide expertise, strength in all stages and cross-border experience. They showed great professionalism during the demanding and time-pressed process, while very humble and flexible to work with on a personal level.

Stella EOC also played a crucial role in the negotiation of the agreement so that both we and the buyer could agree on a good framework.”

Karl Moberg, CEO and co-founder of Brightstep

Founded

2001

Employees

63

CAGR last 5 FYs

25%

Specialist

Omnichannel

Headquarters

Stockholm,
Sweden

A leading IT consulting firm exclusively focused on omnichannel commerce

Brightstep is a digital consulting company providing services for digital and e-commerce platform selection, development, implementation and maintenance. The Company is a global Intershop Platinum Partner, a Hybris Gold Partner and boasts one of the largest workforces of Hybris-trained professionals in the Nordics. Through a 60+ strong team, Brightstep also delivers consulting and implementation work to clients around Adobe Marketing Cloud solutions.

Strong strategic fit between Accenture and Brightstep

Created in 2009, Accenture Interactive helps the world's leading brands drive superior marketing performance across the full multichannel customer experience. Brightstep's commerce expertise fits well with Accenture's end-to-end service offering and complements recent acquisitions in this field (incl. Fjord, Reactive Media, and Acquity).

Taking Brightstep to the next level

Following the deal, Brightstep joined Accenture to serve and develop growth opportunities with existing clients in the Nordics, together with other Accenture Digital companies, teams and services. Brightstep also participates in developing Accenture Interactive more broadly and extend its reach and coverage in Europe.

Stella EOC acted as sole advisor to the sellers.