

STELLA EOC

Eccella acquired by NGDATA

2017



NGDATA: a big data company transforming customer analytics for financial services, telecoms and media companies, generating revenues through real-time actions

“This is a strategic acquisition for NGDATA that will help us solidify the team, the resources and the company infrastructure to accelerate the pace of our growth. The addition of Eccella will greatly enhance the value we bring to our clients and partners through the powerful combination of the functionality of Lily Enterprise and Eccella’s deep domain knowledge, partnerships and global industry expertise.”

Luc Burgelman, CEO NGDATA

Founded

2010

Employees

50+

Technology partners

8

Headquarters

New York City,
USA

Additional offices

London and
Mumbai

NGDATA, the ‘customer experience operating system (CX-OS)’ for financial services, telecoms and media enterprises

Founded in 2012, NGDATA is an enterprise-grade big data and analytics software company backed by Idinvest Partners and SmartFin Capital (raised EUR 30m since inception).

NGDATA helps data-rich companies in financial services, media/publishing and telecom to drive connected experiences. The company’s next generation customer data platform, Lily Enterprise™, puts people at the center of every business via Lily’s Customer DNA, which continuously learns from behavior to deliver compelling experiences for large-scale enterprises such as Wells Fargo, Belfius Bank, Time Inc., Orange and ING. Headquartered in Gent, Belgium, NGDATA has 165 employees spread across 9 offices in the US, Europe and Asia-Pacific.

Acquiring Eccella, an international data management and analytics business, to fuel international growth and expansion

Eccella, New York City headquartered, with offices in London, UK and Mumbai, India, is a leader in building data-driven companies.

The acquisition allows NGDATA to rapidly grow its presence in the UK and North America.

NGDATA and Eccella customers will benefit from access to top data-focused talent and expanded industry expertise while partners will benefit from the combined global infrastructure of two leading data companies supporting their efforts to deliver solutions.

Stella EOC acted as sole advisor to NGDATA.