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Audumbla acquires ACSS - first step in business intelligence investments

Audumbla Communication Group acquired ACSS – an IT company that develops sophisticated Internet-based systems for global-information collection and analyses. The acquisition is part of Audumbla's investment in business intelligence (BI); the acquisition strengthens Audumbla's total offering within strategic communication consulting. With ACSS as a foundation, Audumbla now builds new BI expertise that focuses on advanced consulting services for global monitoring and analyses. The new BI operation is called Audumbla Digger.

The business concept offers strategic, tactical consulting services that help clients comprehend and deal with external forces. This will be realized through Audumbla's establishment of market-leading expertise in global monitoring and analyses. The BI operation is under construction at Audumbla, and the service will be offered within three service areas: *information search, research/investigation, and business intelligence on intranets and extranets.*

Audumbla recruited Jens Millgård as Audumbla Digger's business development manager. He has more than 10 years of experience within global monitoring and analyses; he's worked for the Observer, Kinnevik, and Imedia.

Knowledge-based companies that work with strategies and communication clearly need global monitoring and analyses services. By offering the services to a well-defined target group of consultants, they can cost-effectively reach end-customer purchasers. Initially, the service will be offered to Audumbla's consultants and clients who in turn will offer the services to a broader market of knowledge-based companies inside and outside Sweden.

"The acquisition of ACSS means that Audumbla gets access to several of the country's leading experts in sophisticated system solutions for business intelligence," says Nils Tunebjer, the Audumbla Communication Group's CEO. "Now, we're merging this expertise with Audumbla's strategic consulting competence. So we create a rock solid foundation for one of Sweden's leading companies within business intelligence – an operation that focuses on speed and high-level processing."

Audumbla Communication Group operates within the business areas of Strategy, Communication and Interactive, which together provide skills and expertise within strategy development, PR, advertising, CRM and digital communication.

Audumbla elucidates and refines the client's existing business strategies by making them communicable in one unified brand image. This is then implemented in all relevant communication channels for maximal competitiveness. Audumbla has several of Sweden's leading communication consultants among its staff. Our clients have Sweden, Scandinavia and Europe as their home market.

Audumbla was founded in autumn 1998. Today, the company has around 180 employees within the Audumbla Communication Group in Stockholm, Gävle, Norrköping and Öresund. The Group comprises Audumbla Academy, Audumbla Digger, Audumbla Pilots, Audumbla Wide Interactive Advertising, Audumbla Wide Community, Audumbla Wide Inspiration, Gadd, Garbergs, Hunkydory, Schüllerquist, Spider Relations and Tattoo PR.

“For ACSS, Audumbla is a perfect partner and owner,” says Peter Litsegård, CEO at ACSS. “The combination of our expertise and Audumbla’s strategic communication competence creates a gold mine of resources that enables a very strong business-intelligence offering to the market.”

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