

Enterprise Software  
to drive growth and improve efficiency



# Our DNA

In the world of business, we thrive on challenges, seeing them as opportunities to grow and create value.

Our driving force is our passion for excellence and a culture of peak performance. This determination is what propels us forward in the exciting new journey with Akeron.

We have more than two decades of experience in Enterprise Software as the founders of CCH Tagetik, a global leader in Corporate Performance Management. Our success stems from our ability to grasp a company's needs in process optimization and performance management.

Leveraging our expertise, we have an understanding of the critical issues and opportunities that businesses encounter. We are committed to providing software solutions that not only address these challenges but also empower companies to conquer them and excel in their industries.



# Cultural Identity

Our entrepreneurial vision has always drawn inspiration from the culture and values of the ancient Etruscan civilization, a people who thrived in central Italy from the 9th to the 2nd century BC.

The Etruscans were renowned for their innovative prowess and their openness to new ideas and knowledge. They were an advanced civilization that had built its development on shared values and elements, forging a strong cultural identity.

We are inspired every day by their legacy. We are paying homage to their wisdom by naming our company and our solutions after famous characters and locations from that era.

Their innovative spirit serves as a guiding beacon, directing our business activities and research efforts. People are at the heart of everything we do, and they are our most valuable asset. We foster an inclusive, collaborative, and stimulating work environment where each individual can unleash their full potential.



*The names Akeron, Vulki, Tarko, and Kautha embody a promise symbolized by the common letter K. K is a constant factor of quality in the pursuit of cutting-edge technology and solutions*

# Mission

Enterprise Software to drive  
Growth and improve Efficiency

We carefully select the finest available technologies to craft cutting-edge Enterprise software solutions that boost business efficiency, support growth, and ensure the competitiveness and agility needed to tackle the daily challenges of the market.

## **GROWENCY PHILOSOPHY**

*The term "Growency" is born from the fusion of the words "growth" and "efficiency."  
It's the blend of two core concepts that underscore the significance of fostering business growth  
while simultaneously enhancing efficiency.*

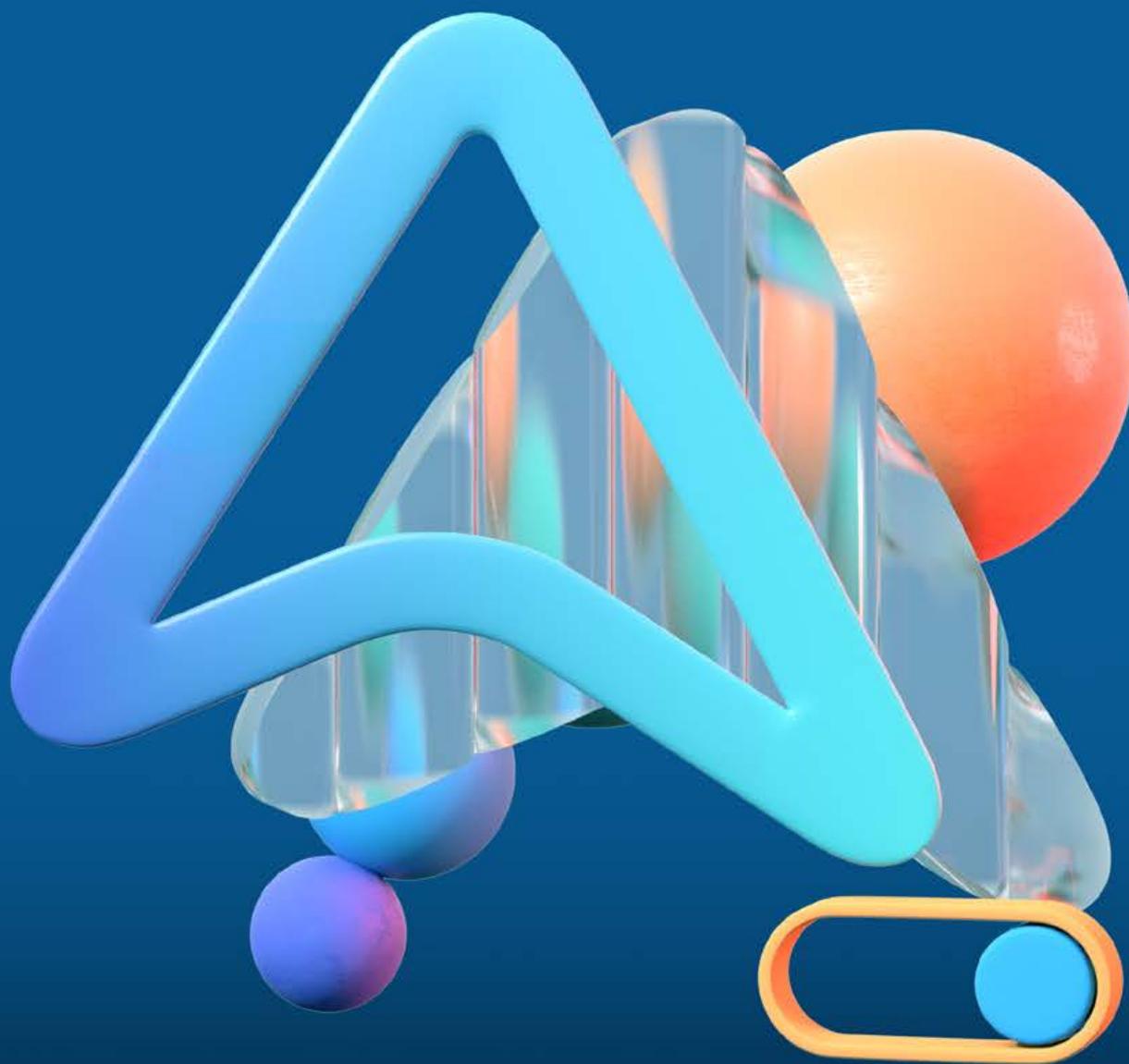
# Lovers of Innovation

Driven by a calling for innovation, we are a team comprised of technology enthusiasts and business experts who embrace the software culture.

Tuscany has evolved into a hub of technological innovation, owing to its rich history, culture, and creativity. This allows us to attract top talent emerging from prestigious universities, exceptional high schools, and cutting-edge research centers, ensuring that their specialized skills are put to good use while remaining in their birthplace or adopted cultural home.

Lucca is situated at the heart of the region's scientific triangle and is rapidly developing its IT district. In Lucca, Akeron represents a new Italian excellence in the world of software.

The professional experience we offer our team members is that of working in an international environment while maintaining a quality of life that is recognized for its excellence. These opportunities, coupled with our strong cultural identity, enable us to ignite passion and enthusiasm within our teams, all of whom are focused on personal and professional growth.



*We merge the experience of a multinational corporation with the passion and energy of a startup.  
We engage with open-minded individuals eager to grow and gain international experiences.*

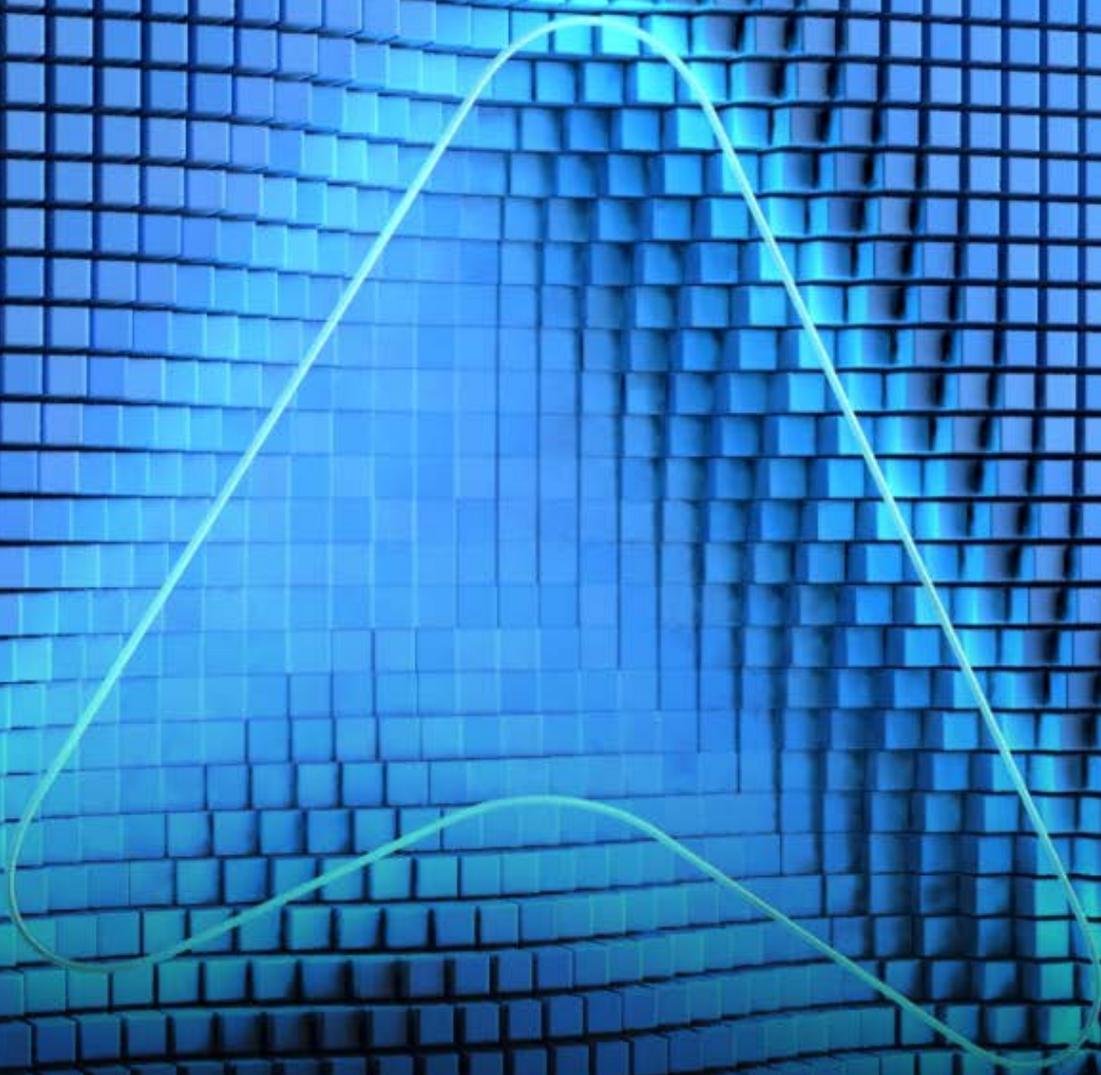
# Looking for Excellence

We collaborate with top knowledge centers and the most authoritative market analysts to stay at the forefront and anticipate future trends.

We understand business processes, grasp the challenges, and recognize the opportunities that companies encounter. Our aim is to provide software solutions capable of managing the former and leveraging the latter.

We constantly seek out and explore new technologies, methodologies, and approaches that can enhance the efficiency, reliability, and performance of our solutions.

Our pursuit is a quest for excellence that materializes in an unconventional mindset and manifests in a culture of innovation and creativity, resulting in robust, secure, and highly performing software solutions



# Customer Centricity

The success of our customers is our success.

We serve 570+ clients from diverse industries and sizes, providing them with our expertise and industry experience supporting their journey of growth and digital transformation.

Customers are the livelihood of our business and they shape the roadmap of our solutions. We, along with our products, grow through their invaluable collaboration. Our goal is to establish long-term partnerships with our customers, built on mutual trust, with the objective of delivering continuous innovation that enables us to grow together and achieve new significant milestones.



*Over time, the collaboration with Akeron has evolved into a true partnership, thanks to reliable and innovative software that meets the needs of our global group.*



# Modern applications by business experts

We develop software solutions that drive efficient business growth by offering a unified cross-departmental view of data and putting people at the center.

## Break the silos

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A single solution to accommodate and manage previously redundant and fragmented processes.

## Cloud & mobile

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Work anytime, anywhere. Achieve continuous improvement thanks to frequent releases.

## User experience

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User-centered applications designed to easily manage complex processes and improve productivity.

## Uncompromised security

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ISO-certified processes, cutting-edge technologies, and highly reliable systems to ensure comprehensive protection of your business data.

## Fast, robust and scalable

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A software that adapts to customer's needs and their growth path.

## Data-driven insights & AI

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AI-Powered data exploration to uncovers new business opportunities.

## No-code configuration

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Each user can autonomously manage their own processes without having to write a single line of code.

## Business experts

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More than twenty years of experience in developing enterprise software.

# Our Partners

We are never alone:  
We collaborate with the finest technology partners and top process experts.

We have established a network of strategic collaborators with whom we share our vision of innovation and excellence. Our partners are leaders in their respective fields, providing technologies and solutions that enable us to navigate the intricate dynamics of the digital age.

This synergy allows us to leverage complementary expertise, bringing tangible added value to the projects we undertake.



# Our Platforms



## **Drive Performance**

Composable platform to motivate and sell better

## **Motivate and inspire**

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Drive enterprise performance through comprehensive cross-functional incentive management.

## **Sell more and better**

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Drive profitable revenue growth through omnichannel digital sales and trade spend optimization.



# Our Platforms



## **Project Business Automation**

When projects are the core  
of your business

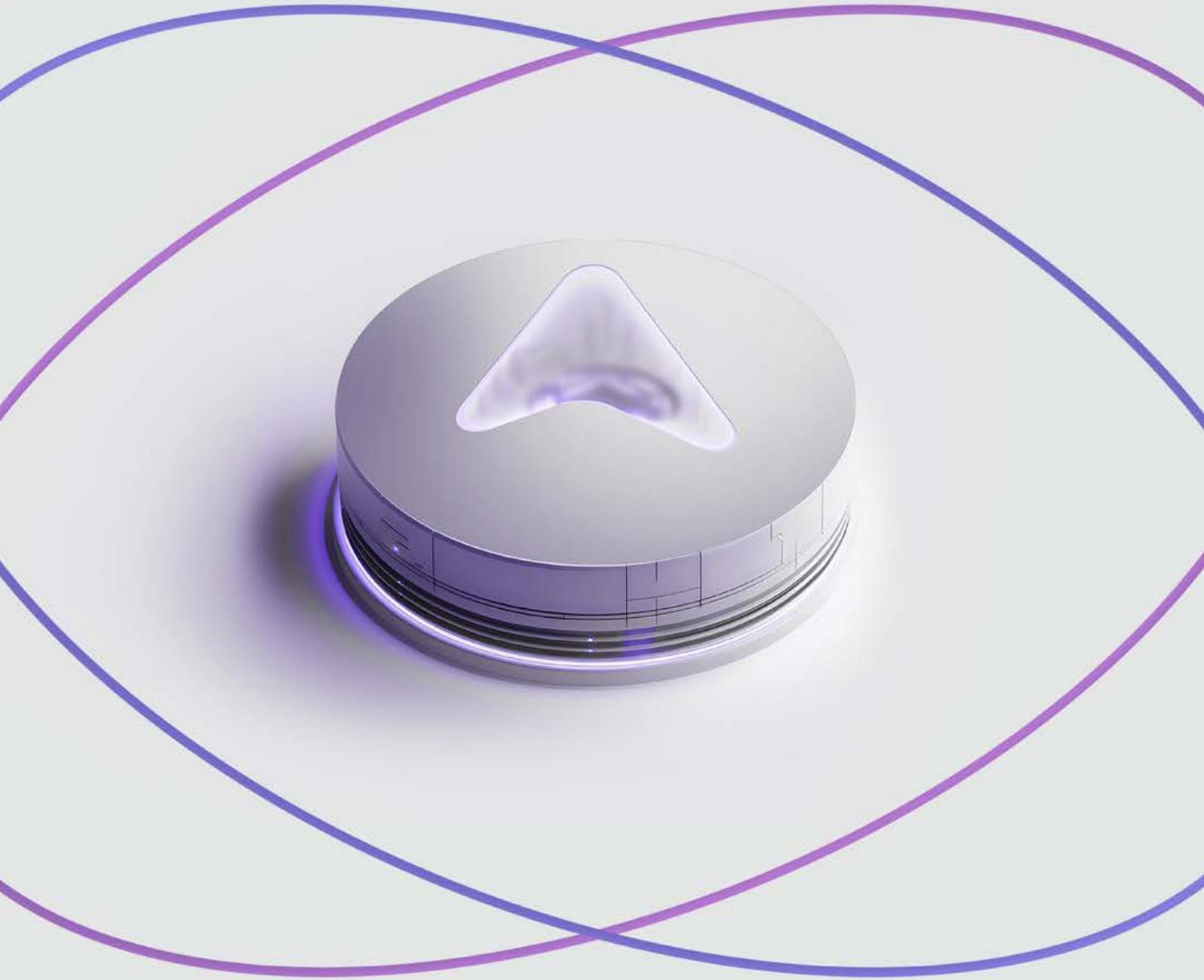


# Our Platforms



## **Boost Efficiency**

Take control of real estate contracts, property maintenance and recurring service contracts



# Customer Success

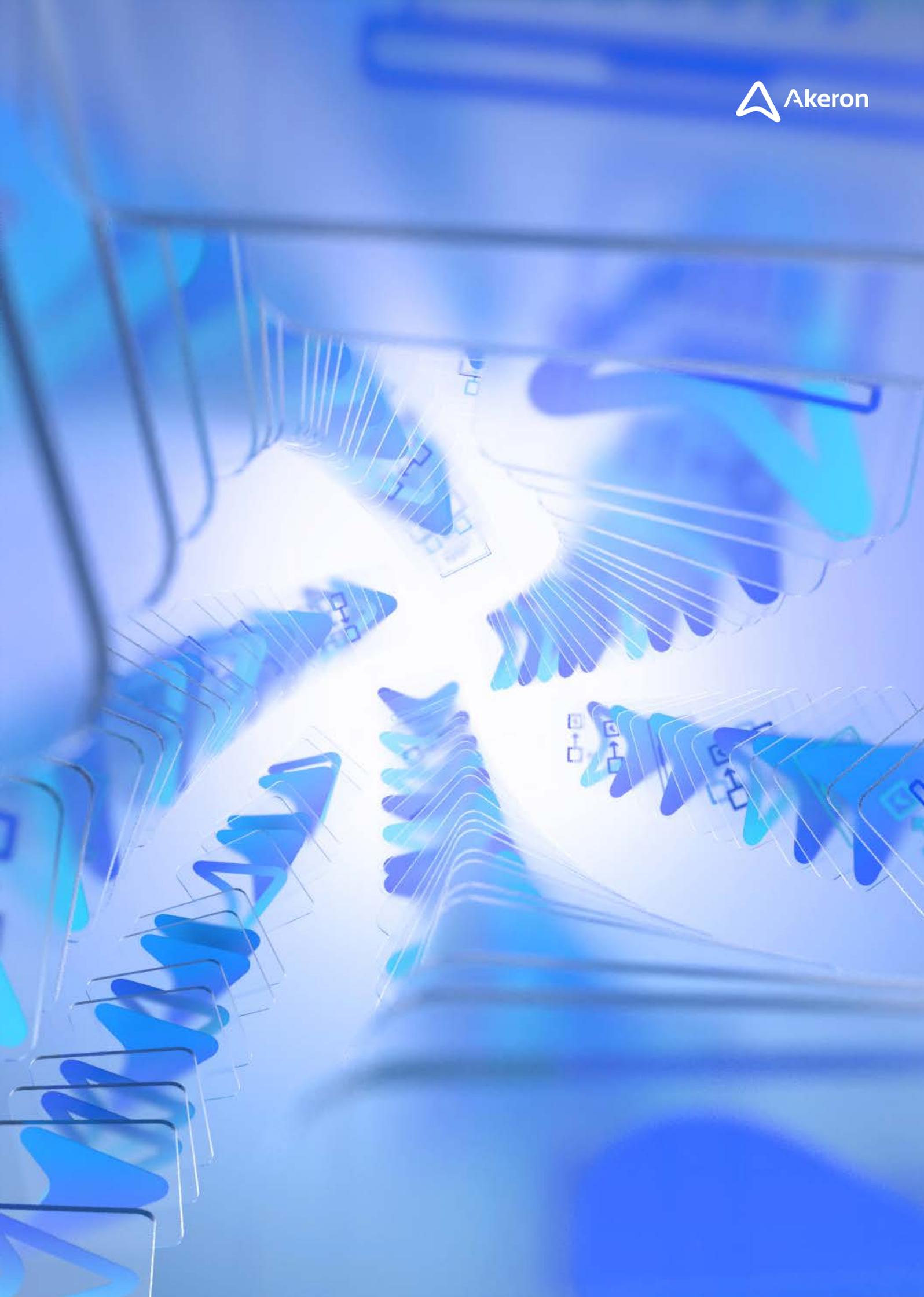
We are committed to ensuring the success of your projects.

From design to go-live, with agility and efficiency. This is the guiding principle of our consultants and partners.

You are not alone: we approach every organizational, operational, or technical challenge with competence and determination, transforming it into an opportunity for growth and change.

Through our Academy, Community, and E-learning portal, we provide continuous training to embrace the innovation process in the best possible way.

We are with you 24/7, guaranteeing continuous support to optimize the productivity and security of your project.

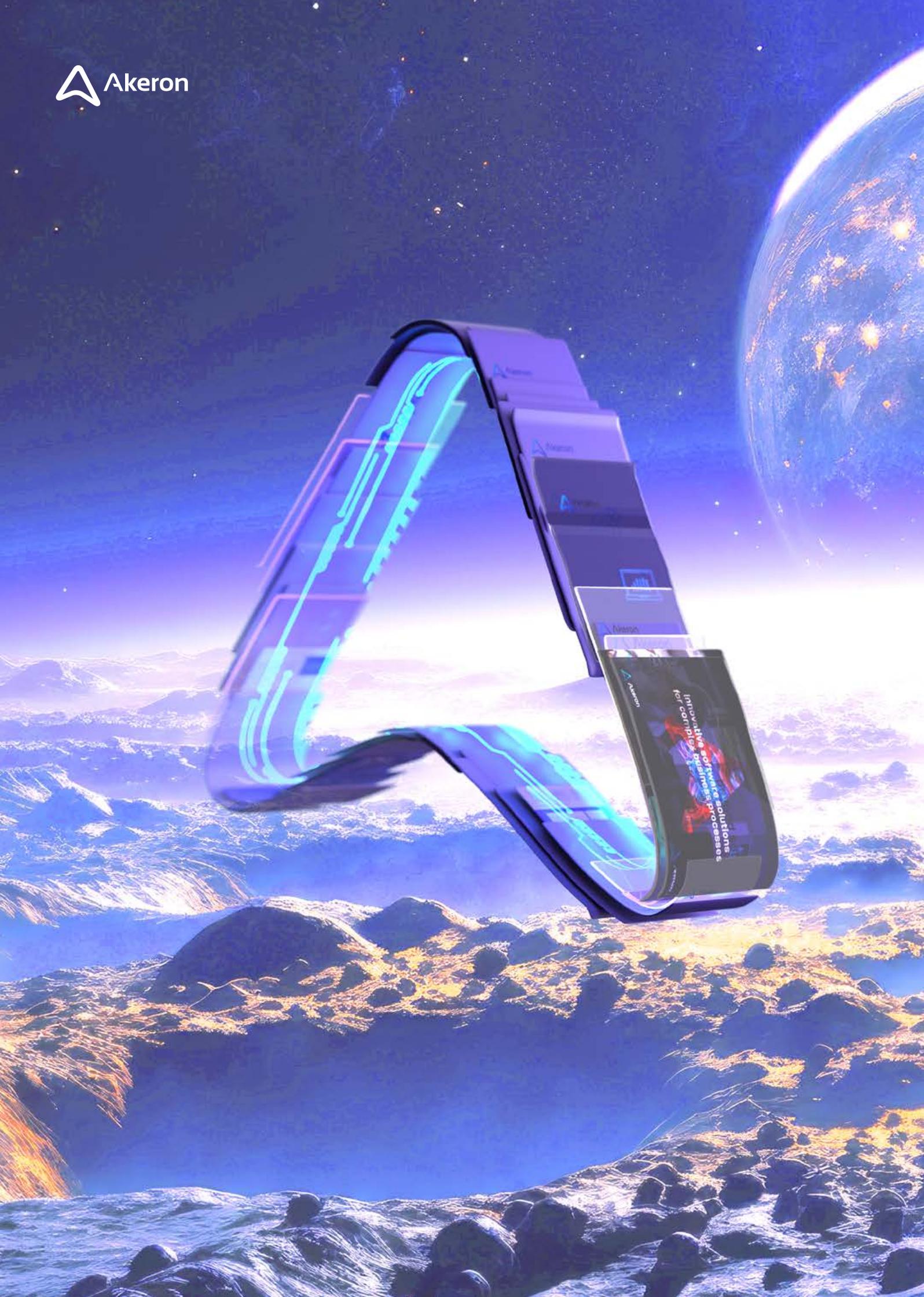


# Be Global

We are focused on expanding our presence in international markets. We have the resources and financial strength to achieve this.

An international dimension represents a value for all our stakeholders, both internal and external. An experience that enriches our solutions, enabling them to grow and help our customers grow. We strongly believe that our solutions are capable of meeting the needs and growth objectives of successful, global companies.

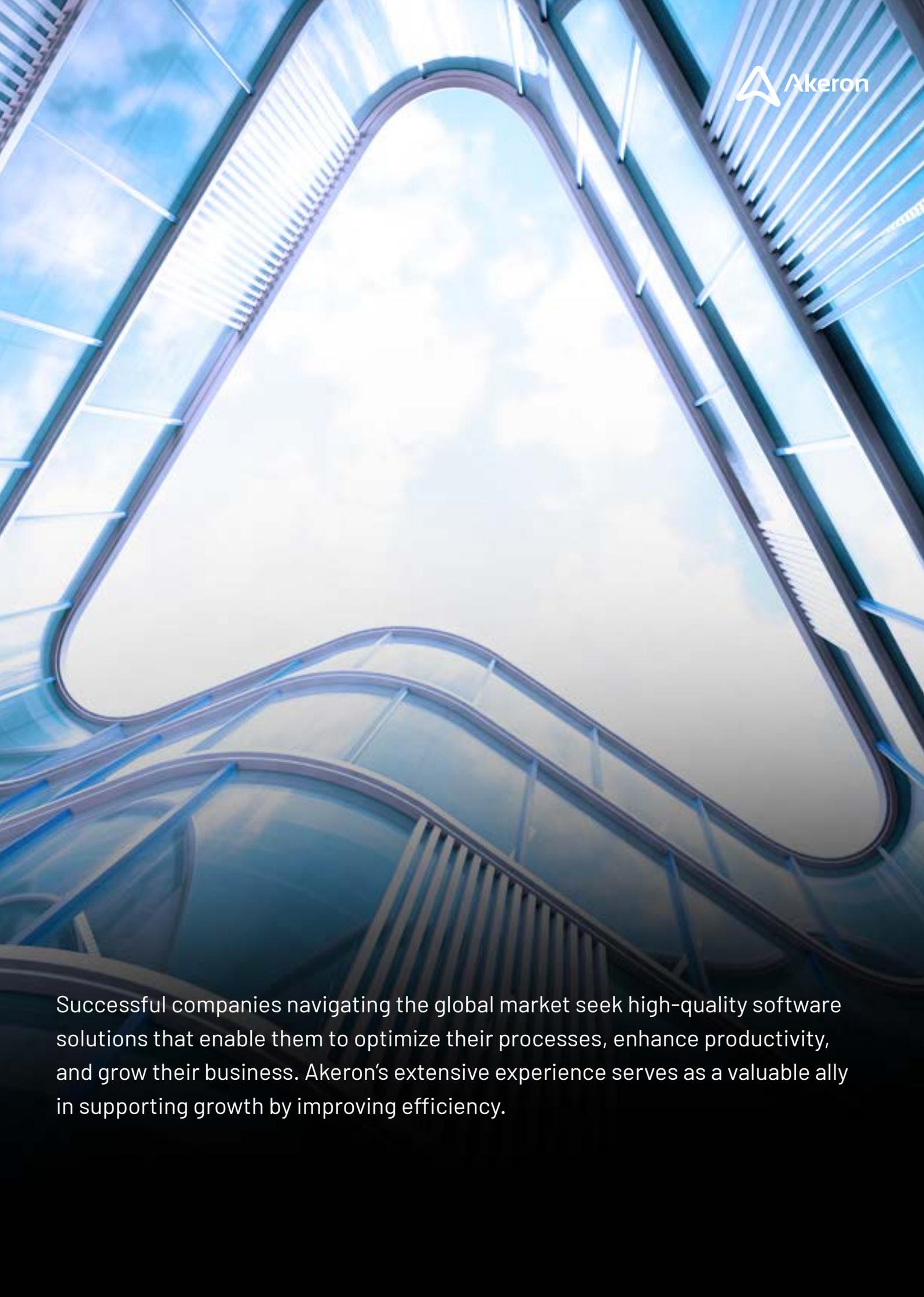
Our entrepreneurial project involves the founders as well as the management and our financial partner, White Bridge Investment, a holding company focused on investments in high-growth potential companies, oriented towards becoming consolidation platforms in their respective industries.



  
Innovative software solutions  
for complex business processes

# Our Vision



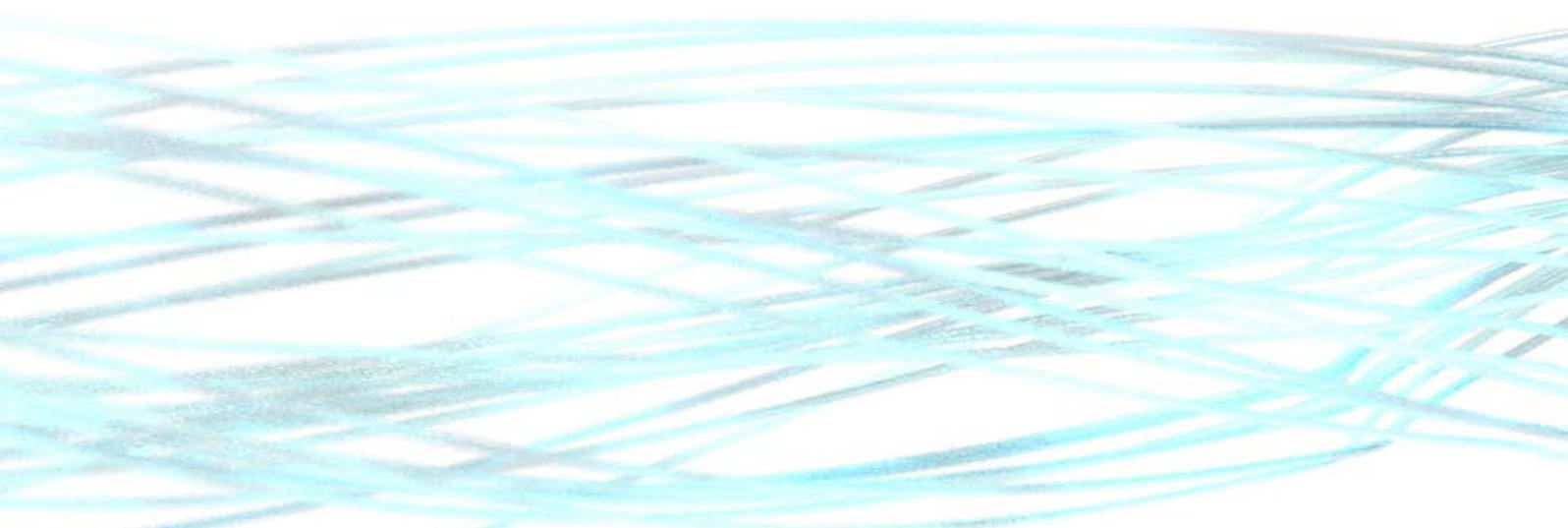


Successful companies navigating the global market seek high-quality software solutions that enable them to optimize their processes, enhance productivity, and grow their business. Akeron's extensive experience serves as a valuable ally in supporting growth by improving efficiency.



*Continuous collaboration, mutual growth, and long-term partnerships: this is the foundation upon which Akeron is built.*

**Pierluigi Pierallini**  
Akeron Founder



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