



askblue fast facts

The Company

askblue is a Portuguese consultancy company dedicated to the development of projects with strong needs in IT. askblue supports companies and organizations in the digital transformation processes, as well as in defining their business structuring strategies. The company stands out for its functional knowledge and the quality of project delivery, as a result of the diverse professional experience of its team, in national and international markets, and in sectors with a high level of demand, such as the financial sector.

The ability, together with its customers, to develop new businesses, enhance the value chain and optimize operational performance in each project, are at the root of the success and recognition that the company has had and which can be measured by the trust and customer loyalty. Askblue bets on the excellence and quality of its services and on the development of the best solutions, which allow Customers to overcome their challenges in increasingly competitive and demanding markets.

Team

askblue was founded in 2013 by four partners - Pedro Nicolau (CEO), Sofia Bastos Santos, Rui Couto and Ana Rosado -, all with strong experience in Consulting and Management, in the most diverse business areas. Miguel Freire and Paulo Nunes joined the team as new partners, in 2019 and 2022, respectively. At the end of 2021, askblue had 400 employees.

Services

askblue offers its customers a set of services that combine unique technology and business skills in four major areas:

Business Consulting / Business Transformation:

- Service Design, Interaction Design and UX/UI Services;
- Design, implementation and support of electronic voting shares;
- Design and implementation of digital transformation programs;
- Diagnosis, Organizational Design & Implementation of Structures, People and Processes;
- Organizational Performance Optimization & Improvement (including operational risks and costs);
- Design, automation and management of Business Process Outsourcing services;

IT Consulting:

- Design, development and implementation of projects and customized solutions in various technologies (eg low code OutSystems, Java, or .Net);
- Project management, programs and PMO implementation;
- Quality diagnosis of processes and methodologies;
- Definition of scope and requirements, selection of suppliers and management of rollouts (IT, Communications, infrastructure);

Operations – Application Management and askblue Technology Center (ATC):

- Application Management does the evolutionary maintenance and support of core applications in large Clients;
- The ATC centers (Lisbon, Coimbra and Terceira Island) provide remote service for evolutionary and corrective maintenance of applications created by askblue or by third parties.

Specialized Outsourcing:

- Resources with specific profiles and skills in the technological area;
- Interim management of business units;
- Headhunting services;
- Resources with specific profiles and skills in business areas of the financial sector;

Finance

askblue continues to grow steadily, having reached a turnover of 16.5 million euros in 2021. Compared to the previous year, an increase of 22% was achieved.

In the international market, which corresponds to 8% of total turnover, growth was 30%. This result was achieved in three years of internationalization. The increase in the global operating margin was also boosted by this segment.

In the Operations area, the company secured a major application maintenance contract with one of the largest insurance groups in Portugal. Externally, in addition to the continued presence on the North American continent, activity in the Middle East has seen great growth, with projects in Saudi Arabia and Bahrain.

For 2022, askblue aims to continue its journey of sustained growth, with an expected turnover of 20 million euros – representing a growth of 21%. The international market should continue to grow more than the national market.

According with askblue's strategy, the company expects to continue to develop current international markets and enter new geographies such as the Nordic Countries, the United Kingdom and Germany.

Despite 2022 being shrouded in uncertainty, askblue's CEO believes that there will be growth in the area of innovation and digital transformation, with the company's commitment to agile development methodologies, design thinking, nearshore model and in-depth knowledge of the sectors being reinforced. activities (banking, insurance, services, industry and utilities, among others). In 2022, recruitment remains a challenge. After reaching 400 employees, askblue now intends to pass the barrier of 500 workers.

In order to prepare askblue's internal structure for this new phase of global growth, the company's management team was reinforced with four elements: Paulo Nunes, recently promoted to partner, joins the executive committee; João Queirós takes over the position of Chief Financial Officer (CFO) and leads the internal areas of organizational support (Financial and Administrative, Organizational Development and IT Support); Ana Sofia Pardalejo is the new person in charge of the People Management area, ensuring leadership in people management in all its domains; Carlos Costa Cruz is in charge of corporate marketing and partnership management.

