



## **Priority Software Expands Presence in Europe, Acquires Belgium-based ERP Software & Services Provider, OPTIMIZE GROUP**

*Purchase of the "OPTIMIZE GROUP" enables Priority Software to foster its presence in Western Europe to better serve its rapidly growing customer base in the region.*

**Tel Aviv District, Israel – March 19, 2019** – Priority Software Ltd., a leading global provider of business management solutions, today announced the expansion of its global operations with the acquisition of [OPTIMIZE GROUP](#), a Belgium-based full-service ICT services provider for over 1,000 customers from various market sectors.

Matched with Priority's fast-growing install base in Europe, the acquisition presents the company with a unique opportunity to leverage OPTIMIZE's existing infrastructure, extensive market experience and expertise, professional team, and customer support center, to support Priority's growth in the region.

Founded in 2003 and recognized as a dedicated longtime partner to leading organizations, OPTIMIZE and its four business divisions – **M-SOFT**, solutions for the steel industry, **Jamadata**, for the beverage industry, **DAVE (Just Software)**, a solution for SMEs working on Mac and Windows, and **OPTIMIZE**, a professional services division, provide both standard and customized ERP, as well as other business software and optimization support services. These include advanced Business Intelligence (BI), Customer Relationship Management (CRM) services, Business Process Management (BPM), e-commerce, and consultancy services.

In accordance with the agreement, Priority Software will maintain OPTIMIZE's outstanding reputation in the region, and OPTIMIZE will become an independent unit within the company. OPTIMIZE CEO, Frank Volders and the management team, will continue to oversee their operations and manage the company.

The new acquisition of OPTIMIZE follows Priority Software's purchase of US-based Acclivity in 2018, Israel-based Monitin Information Systems' ERP activity in 2017, and the purchase of US-based ERP consulting and services firm, Performa Apps in 2016.



-2-

Andres Richter, Priority CEO, comments, “The acquisition was brought about by the synergy between our two companies and our shared product approach to flexible and open solutions. As we continue to expand our global operations at a rapid pace, and now, with a strong foothold in Belgium, we are confident that with OPTIMIZE, we will work together to grow our presence in neighboring European countries. As an ambitious emerging player in the global ERP market, customer satisfaction is at the top of our agenda, and working closely with OPTIMIZE will give both our companies a true competitive edge.”

“We are pleased to join forces with Priority and we are extremely excited about our new partnership,” added Frank Volders, OPTIMIZE CEO. “As we are now supported by an additional strong and innovative ERP solution, we can expand our offering to new prospects and in parallel, work towards migrating customers who are looking for cloud infrastructure and other innovations to Priority ERP. While we remain 100% committed to our OPTIMIZE customers, those who are in the process of expanding and growing their business, can now also enjoy Priority’s flexible, scalable and robust ERP solution.”

OPTIMIZE Founder, Paolo Senes, adds, “We have found the exact partner we were looking for. With Priority’s vision and innovation, I am confident that we have placed our company, customers and employees in good hands. We also extend our appreciation to SDM-VALORUM who advised OPTIMIZE on the transaction.”

#### **About Priority Software**

Priority Software provides flexible, end-to-end business management solutions for organizations of all sizes in a wide range of industries. Recognized by top industry analysts and professionals for its product innovation, Priority improves business efficiency and the customer experience, providing real time access to business data and insights in the cloud, on premise, and on-the-go. With offices in the US, UK and Israel and a global network of business partners, Priority enables 75,000 companies in 40 countries to manage and grow their business. For more information, visit [www.priority-software.com](http://www.priority-software.com).