

## Artefact acquires Adalyne to deploy Artefact Africa and extend its data consulting activities to a new continent

**Paris, 24th November 2022 - Artefact, a data services consulting company, officially launches its subsidiary, Artefact Africa, following the acquisition of independent Moroccan consulting firm Adalyne, which has operated under that name since 2020. Headquartered in Casablanca, the entity is now fully integrated into the Group, which has more than 1000 employees worldwide.**

Artefact Africa represents a key step in the Group's ambition to expand its international scope and to develop its activities on a continent with immense economic potential. The new subsidiary addresses two major challenges. The first is to accelerate the growth of the Group's data transformation consulting activity. This will be achieved by doubling the number of team members by the end of the year, as well as by the Group's investment. In addition, Artefact Africa is opening a center of excellence composed of high-level talents from the best engineering schools in Morocco. They will be trained in Artefact's proven methodologies to respond with agility to the Group's rapid expansion.

Artefact Africa is headed by Ghita Ammor, who has demonstrated her data expertise in renowned consulting firms in France. In February 2020, she co-founded Adalyne, an independent structure that operates under the Artefact Africa banner. Since then, her team has multiplied its successes. The company already has many clients, including Moroccan subsidiaries of large international groups, particularly in banking and insurance, services and energy, as well as local companies.

Artefact Africa will capitalize on these successes and rapidly extend its scope of action to other sectors to offer its full range of data services. From strategy to deployment of data & AI projects, the team works on advanced models of data transformation (data governance, implementation of data platforms, data factory, data acculturation and change management), deployment of data-driven solutions by business sector (FMCG, Tourism, Luxury, Industries, Health, Transportation, Government Institutions, etc...) to help companies improve their processes and become more competitive.

According to **Ghita Ammor, Managing Director of Artefact Africa**: *"After two successful years, this integration into the Artefact group allows us to make significant progress in our ambition to become a reference in the field of data and AI consulting in Africa. The Group's services and Artefact's expertise hubs will be invaluable for increasing our client portfolio in the region, where digital and data transformation is booming. Our recruitment policy is similarly intensive to achieve these business development objectives and build a center of excellence available to the Group."*



The second mission of the Morocco-based team is to identify and recruit talent to join international projects in Europe and MENA. These high-level profiles, often of Moroccan nationality, have either studied in the best European schools such as INSA, Les Mines, Dauphine or EPFL, or are graduates of top Moroccan engineering universities such as Mohammadia, Mohamed 6 Polytechnique, ENSIAS or ENSA. As data engineers, data scientists or data analysts, they will work on high-impact missions, accompanied, mentored and trained by Group managers. Thanks to innovative projects, these employees will have the opportunity to develop their skills, evolve and access attractive careers.

**Vincent Luciani, co-founder and CEO of Artefact** says: *"The integration and acceleration given to Artefact Africa is part of the Group's strategy to become a global leader in data, supported by the investment funds Ardian and Cathay Capital since December 2021. This objective is based on the opening of new international offices, such as the recent Lebanon location, as well as an active M&A policy. After the acquisition of VivaData in 2021, the Artefact School of Data was created to deploy training and acculturation services in data. This month, Artefact also announced the acquisition of Startup Inside to complete its range of services in the ideation of new concepts and services, and to strengthen its role as an influential player in the data ecosystem through major conferences. I wish Ghita and her teams every success in expanding their activities on the African continent from Morocco."*

### **ABOUT ARTEFACT**

Artefact is an international data services company specializing in data transformation and data & digital marketing consulting, whose mission is to transform data into business impact by delivering tangible results across the entire value chain.

Artefact's unique approach, which bridges the gap between data and business, enables our clients to achieve their business objectives in a dedicated and efficient manner. Our 900 employees combine their multidisciplinary skills to help companies innovate their business. Our cutting-edge technologies in Artificial Intelligence and our agile methods guarantee the success of our clients' AI projects, from design to deployment, including training and change management. Covering Europe, Asia, North America, Latin America and Africa through our local presence in 16 offices, we work with leading international brands such as Orange, Samsung, L'Oréal, or Sanofi worldwide. [www.artefact.com](http://www.artefact.com)

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