



Lime acquires Netoptions

Oct 02, 2017 10:00 CEST

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Lime makes its second acquisition. It is now official that Lime has acquired Gothenburg-based Netoptions and their software suite for digital marketing, BizWizard. Lime's second acquisition in a short period of time, only six months after the acquisition of RemoteX.

– We will help organizations gather all customer related information and communication in one single system. This makes the complete process of managing your customers more effective. CRM and e-marketing is a perfect combination, says Erik Syrén, CEO Lime.

That the acquisition enables streamlined comprehensive solutions becomes extra relevant considering EU's new data protection regulation, GDPR (General Data Protection Regulation). The regulation will come into effect as of May 2018 with stricter requirements regarding companies' management of personal information. These requirements create great opportunities for Lime, as many companies will depend on having the ability to have an overview of all personal information in one system.

Considering EU's new data protection regulation GDPR, the acquisition becomes even more relevant since it enables streamlined solutions with regards to customer data. GDPR requirements regarding organizations management of personal data create opportunities for Lime as many companies will depend on having an overview of all personal information in one system. The regulation comes into force May 2018.

With this acquisition, Lime creates an entirely new department for e-marketing in Gothenburg and significantly increases the number of developers. The Netoptions' products will be integrated into Lime CRM and Lime Go, but BizWizard will still be available as a separate product for existing customers.

Netoptions was founded 2003 by current Chairman of the Board Ola Gravenfors and Managing Director Daniel Strömer.

– Customer care, sales and marketing are more and more intertwined, and we are happy to be merging with Lime. Our corporate cultures, mutual view of customer focus and long-term partnership allow us to create a fantastic offer together, says Daniel Strömer, who will take on the role as product specialist.

Since 2014, investment company Monterro is the main shareholder in Lime.

– Lime has had a very strong and steady growth since its start 1990. With the Netoptions acquisition, we proved that we can efficiently integrate new companies into the business. This means that we can grow even faster in the future, both organically as well as via strategic acquisitions, says Peter Larsson, Partner at Monterro and Chairman of the Board at Lime.

Further information

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About Lime

Lime helps companies around the Nordics to become better at customer care. The company develops and sells digital products for "Customer Relationship Management", developing and managing of customer relations. Lime was founded in 1990 and has 215 employees. The company has offices in Lund, Stockholm, Gothenburg, Oslo, Copenhagen and Helsinki. The customers include everything from sole traders to large organizations. Visit <https://www.lime-technologies.se/> for more information.

About Netoptions

Since 2003, Netoptions have helped businesses streamline their digital communication. To reach out to potential customers via e-mail, SMS, surveys and event management, strengthen existing customer relationships and create customer loyalty. Netoptions has its office in Gothenburg and customers all over Sweden. Visit www.bizwizard.se for more information.

About Monterro

Monterro is the market leader in developing Nordic software companies by providing capital as well as operational and strategic support. The Monterro team has extensive experience successfully developing and leading software companies. Monterro invests in Nordic technology companies that have moved past venture stage, with proven products and potential to become market leaders. www.monterro.se

Monterro is the leading B2B software investor in the Nordics, with a mission to turn Nordic software companies into market leaders and global players within their niches. Our team has successfully developed and led companies such as Pointsec, Episerver and Orc Software – and we bring this operational

experience to the Monterro portfolio, supporting the companies in all aspects of growth. We also bring significant financial commitment to our partnerships, with 30% of capital coming from our partners and employees.

Contacts



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Co-founder of Monterro

At Monterro, Peter is Chairman of the Board of Lime Technologies, Outpost24, MaintMaster and Lumera, and a board member of Next. Co-founder of Monterro.

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