



Artificial Intelligence powered mobile CRM **ForceManager** strengthens global position as it strikes deal with **Self** to create the personal sales assistant of the future

- The company's acquisition of Italian technology company **Self** signifies its strengthened position in the global market, now spanning 36 countries including Spain, United Kingdom, Mexico, Germany, and the United States, where it will launch a new office in October.
- The Artificial Intelligence based mobile CRM will integrate the gamification programming offered by **Self** to create the personal sales assistant of the future for major industries worldwide.

Industry-leading mobile CRM for field sales teams, [ForceManager](#) has today announced the acquisition of [Self](#), an Italian mobile CRM company with the sector's best gamification programming.

The deal signifies ForceManager's strengthened position in Europe and ambitions to expand globally. Founded in Barcelona in 2011, ForceManager adds Italy to a list of office locations that includes the U.K., Germany, Mexico and Colombia, in addition to a client base that spans 36 countries including the U.S., where it is planning to open its first office in New York in October.

The integration of **Self**'s teams and product features will enable ForceManager to expand the services it offers to a combined portfolio of more than 1,500 enterprises and SMB customers, delivering an improved technological experience that can, ultimately, transform smartphones into the intelligent sales assistants of the future.

Key to this acquisition will be the integration of **Self**'s gamification for field sales platform, which will be combined with ForceManager's AI programming (powered by IBM Watson) to motivate and incentivise sales teams in a more competitive way.

The result is an intelligent personal assistant, which helps field salespeople face the challenges of selling to clients and reporting from outside the office. Using ForceManager, they are able to focus on the qualitative part of their job whilst letting the smartphone-powered personal assistant take charge of day-to-day tasks such as geolocating clients, route planning, accessing previous communications, digital cataloguing sales materials, checking-in and-out of meetings and reporting.

Ultimately, the acquisition will enable ForceManager to expand the services it offers to its portfolio of more than 1,500 clients. This already includes 15 high level companies in the U.S., including Gulf Eagle, APOC, Gardner and Gibson, and RWC.

CEO and Co-founder of ForceManager, Oscar Macia said:

*"We are thrilled to announce that we are joining forces with **Self** and its thousands of users across Europe to create a revolutionary product by combining our AI technology with their gamification model.*



“This is a major milestone for ForceManager as we aim to expand our horizons globally and deliver the best technology to revolutionise the sales industry in a way that has not yet been achieved, including in major markets such as the U.S.”

Diego Pizzocaro, CEO and founder of Sellf and soon-to-be Managing Director of ForceManager in Italy, added:

“This announcement not only signifies an improvement in our immediate product, growth of our team and client base and increased international presence, but also how – in the long term – we can stay at the forefront of technological advances and mobile consumption trends to provide the industry with a service that is both revolutionary and high-quality.”

The acquisition of Sellf follows the launch of ForceManager Cognitive, a new intelligent voice recognition feature (powered by IBM Watson) designed to help salespeople on the road. It is responsive to colloquial language and is able to provide proactive suggestions, optimise daily planning and set important reminders before visits to clients.

Expansion and new markets to come

In December 2017, the company closed its second phase of financing, with a contribution of a staggering €12m from Axa Venture Partners. Together with investments from SIE, Nauta Capital and Finaves SCR, the total level of investment amounts to €15.7m.

Following the acquisition, ForceManager now employs over 150 people and brings together its client base made up primarily of larger companies, with the smaller and medium-sized companies of Sellf, to target the mobile CRM market in Europe.

In total, ForceManager now also spans a total of 36 markets, in Europe, Middle East, Asia and Latin America. This is in line with the company’s longer-term strategy to consolidate its position in the European and Latin American markets, whilst also looking towards new markets such as the United States, where it has a strong and growing client base and the opportunity to deliver a CRM specifically designed for mobile that has not been fully developed.

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ABOUT FORCEMANAGER

ForceManager is the leading mobile CRM designed to make life easier by acting as a personal sales assistant for field sales teams on-the-go. The success of the app is a result of its 100% mobile first design, user-friendly interface, and high adoption rate. It is a CRM solution that offers the perfect blend of Artificial Intelligence and intuitive design, transforming the



smartphone into the modern-day personal sales assistant for field teams and, ultimately, helping to improve the performance sales reps on-the-go.

Originally founded in Barcelona in 2011, ForceManager is now present in 36 countries internationally with a U.S. launch planned for October 2018. ForceManager has a global team of over 150 people dedicated to making ForceManager the best-in-class mobile CRM and personal sales assistant - one that can genuinely effect change in field sales teams worldwide. ForceManager has raised 15.7 million dollars in series A and B funding and with the Self acquisition, supports more than 1,500 customers worldwide.