

Press release Merkle – a dentsu company

Flowable and Merkle: A Strategic Partnership

Flowable teams up with Merkle for Business Process Automation Excellence in Switzerland.

Zurich, May 30, 2023 – [Merkle – a dentsu company](#) is the market leader in Customer Experience Transformation in the DACH region. Established in 2010, Flowable is the leading provider of open-source intelligent Business Process Automation (BPA) solutions that combine process, decisioning and actionable insights into one platform.

Merkle, an already established powerhouse in Switzerland when it comes to CXM, MarTech, and efficiency in eCommerce sees the match with Flowable as a quick win to continue to offer automation and process excellence by working with clients and taking advantage of the suite of services Flowable provides.

Sandro Mächler, Client Portfolio Director at Merkle, expresses enthusiasm about the partnership: *“We are excited to join forces with Flowable in this strategic collaboration. By harnessing their state-of-the-art business process automation technology, we are poised to empower our clients with unprecedented efficiency, setting them apart in today's rapidly evolving business landscape.”*

The significance of this partnership is further emphasized by **Daniela Marchese, VP Sales at Flowable**, who highlights the current market dynamics and the substantial opportunity to advocate for the importance of BPA: *“We are delighted to broaden our partner network by collaborating with Merkle. Their team of experts in all aspects of process management makes them an ideal addition as an implementation partner for our projects. We firmly believe that combining Merkle's expertise with Flowable's technology will create substantial added value in business process automation for both our current and future customers.”*

“We are thrilled with the idea of partnering with Flowable, as it offers us the chance to tout the importance of BPA and build on our already successful BPA practice with a partner attuned to our needs. We look forward to what the future brings”, says **Nisha Lehmann, Partnership and Alliances Director, Merkle DACH**.

The cooperation between Flowable and Merkle is especially poignant given the recent changes in the market and the immense opportunity to promote the importance of BPA. Merkle is confident that this partnership will be mutually beneficial and yield great success for both organizations.

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Picture material



Sandro Mächler, Client Portfolio Director at Merkle DACH



Daniela Marchese, VP Sales at Flowable



Nisha Lehmann, Partnership and Alliances Director at Merkle DACH



About Flowable

Flowable connects systems, data, and people for faster and smarter process automation. Bridge any complexity and increase efficiency and agility by leveraging Flowable's model-driven and low-code capabilities.

Drawing upon a rich heritage of Open Source BPM, Flowable allows for effortless integration, fast-time-to-market, and unmatched flexibility, making it the top choice for companies worldwide to successfully navigate challenges and offer outstanding customer experience.

For more information, visit www.flowable.com

About Merkle

Merkle is a leading data-driven customer experience management (CXM) company that specializes in the delivery of unique, personalized customer experiences across platforms and devices. The company's heritage in data, technology, and analytics forms the foundation for its unmatched skills in understanding consumer insights that drive hyper-personalized marketing strategies.

With 16,000+ employees worldwide and more than 2,000 in the DACH region, Merkle drives improved marketing results and competitive advantage for the Top 500 companies throughout the region as well as Eastern Europe. Our digital enthusiasts combine their expertise in Digital Transformation Strategy, MarTech Platforms, Creation, User Experience (UX), Customer Relationship Management (CRM), Data, Commerce, Mobile and Content Management System (CMS). Together we inspire transformation. We dream, we do, we deliver.

The company has offices in Switzerland, Germany and Austria as well as locations in the Czech Republic, Serbia, Portugal, and the Philippines. In 2016, Merkle joined dentsu, forming the largest brand within the group. For more information visit <https://www.merkle.com/dach/en> and follow us on [LinkedIn](#).

About dentsu international

Dentsu is the network designed for what's next, helping clients predict and plan for disruptive future opportunities and create new paths to growth in the sustainable economy. Taking a people-centered approach to business transformation, we use insights to connect brand, content, commerce and experience, underpinned by modern creativity.

As part of Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004), we are headquartered in Tokyo, Japan and our 72,000-strong employee-base of dedicated professionals work across four regions (Japan, Americas, EMEA and APAC). Dentsu combines Japanese innovation with a diverse, global perspective to drive client growth and to shape society.

In the DACH region, we offer the complete value chain of marketing services with over 3,200 dedicated specialists in 21 locations - with our world-leading brands Carat, Dentsu Creative, dentsu X, iProspect and Merkle. www.dentsu.com