

NRB Group acquires Ink Consulting

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The Belgian company Ink Consulting, specialised in change management and Salesforce implementation, is joining the NRB Group at the beginning of this year. With this acquisition, the NRB Group is further implementing its strategic plan, making additional investments in Salesforce technology and expanding its services for strategic consulting and change management.

Ink Consulting was founded in January 2018. The company is based in Brussels and last year it had a turnover of 2 million euros. Besides its founder Julien Massot, Ink Consulting has 23 employees. The company's clients include BNP Paribas, Immoweb and Politico.

Ink Consulting is a company that distinguishes itself by using an approach that places people at the heart of business processes and with respect to technology. Its project methodology is based on four pillars in order to work on the user experience of employees. Over time, the Salesforce services of Ink Consulting have convinced companies through a methodology that focuses on innovation and user experience. The change management unit, for its part, has succeeded in convincing clients through a methodology that places the employee at the centre of a project.

In particular, Ink Consulting has distinguished itself during the corona pandemic, when it showed its professionalism by effectively managing projects remotely, both in terms of Salesforce and change management.

The Salesforce unit of Ink Consulting specialises in the management of complex sales (due to their product catalogue or pricing structure) in the following modules: Sales, Configure-Price-Quote (CPQ), Billing & Service of Salesforce. All projects are related to the CPQ technology, which aims to facilitate smoother sales and the renewal of contracts. Since 2021, Ink Consulting has gained additional expertise in implementing Salesforce Marketing Cloud to provide a complete offering in the lead-to-cash process, from prospect management to revenue allocation.

The Salesforce unit of Ink Consulting, led by its CEO Julien Massot, will strengthen the existing offering that the NRB Group has built up through Together Services. The expertise of the two companies will enable the NRB Group to better respond to the growing Salesforce needs of its various customers.

The change management unit started its activities by guiding digital transformations, regardless of the technology (Salesforce, Microsoft, SAP, etc.). It then expanded its offering to include organisational transformation in companies (management, mergers, new processes, strategic realignments, etc.). Recently, it was selected to guide a major client in the insurance sector through the implementation of a New Ways Of Working (NWOW) strategy. This unit will be led by its CEO, Lénais Maskens, in a separate entity in order to develop its own brand and market positioning for the three products mentioned above and to best serve the interests of the NRB Group.

Note to the editor: high-resolution pictures can be downloaded via [this link](#).

About the NRB Group

With a consolidated turnover of 413 million euros in 2020 and 3,200 employees, the NRB Group is one of the leading Belgian players in the ICT sector.

NRB positions itself as the ICT partner that supports its clients in their digital transformation. Building on technological evolution and innovation, NRB wants to offer them the best solutions adapted to their environment.

In this context, NRB offers a broad spectrum of IT services based on four axes: consultancy, software, infrastructure & hybrid cloud, and managed staffing.

NRB focuses on a wide range of sectors: the public and social sectors, the energy and utilities sectors, the financial sector and industry. A team is dedicated to European and international institutions and companies.

All NRB Group subsidiaries offer sector-specific solutions, benefiting from the group's size, ICT infrastructure and other support.

In 2022, NRB received the "Top Employer" certification for the second consecutive year, in recognition of its innovative and sound HR practices and its concern for providing its employees with a satisfying and friendly work environment.

More information is available at www.nrb.be

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