

## P R E S S   R E L A S E

---

### Nexer and QBNK announces strategic partnership

Nexer and QBNK Company AB (QBank) have entered a strategic partnership to meet the market's growing needs of Digital Asset Management (DAM). The parties will proactively approach the market with a combined offering of QBank's DAM solution and Nexer's implementation services. The offering will also be packaged and integrated with Nexer's other products, such as Product Information Management (PIM), Content Management Systems (CMS), Communications and E-commerce solutions.

Nexer Unified Commerce is a specialist unit within Nexer and has been a leading system integrator within Unified commerce for a long time and is one of the largest PIM integrators in the Nordics. As Nexer grows both on the Swedish market and in other parts of the world, the company's offering will gradually be expanded. DAM, PIM and e-Commerce are interrelated product areas, which makes it natural for Nexer Unified Commerce to now expand its offering with DAM.

QBank has been on the DAM market for over ten years, and offers an enterprise solution for companies with complex requirements in terms of high volumes and management of digital assets such as images, videos, audio, documents, logotypes etc. QBank recently announced an increased strategic focus on partner collaborations, both as market channel and customer implementations.

"We are used to working strategically and closely with our platform partners and look forward to doing the same with QBank and the DAM market. We have already started the recruitment process to build a QBank DAM competence centre," says Fredrik Axell, Business Area Manager Nexer Unified Commerce. "For us at Nexer, Unified Commerce is about creating seamless management of the technical platforms that need to work together to create a great experience for our customers and our customers' customers in digital commerce. QBank's DAM platform will be an important piece of the puzzle in our offering both technically and strategically," Fredrik adds.

"The partnership with Nexer is perfectly aligned with our strategy and enables us to focus more on developing our core product and cooperate with partners for extended offerings and services. Nexer has been very successful in Digital Commerce, and we appreciate their strategic approach of choosing defined product and solution areas, package, build expertise around and proactively penetrate the market with", says Jacob Philipson, CEO at QBank.

During the spring QBank and Nexer will approach the market with several joint activities such as webinars and valuable customer success stories, to accelerate extended collaborations with existing and new customers.

[Learn more about the collaboration here >>](#)



## About QBANK

QBANK Holding AB (publ) is a successful SaaS company within Digital Asset Management (DAM) and offers QBank, a cloud-based DAM solution for storing, managing, and distributing images, videos, documents, and other digital assets. QBANK has proven a strong SaaS growth over the last years with global enterprise companies on their list of customers. QBANK is based in Stockholm, Sweden.

For more information about the company - [www.qbankdam.com](http://www.qbankdam.com)

## About Nexer Group AB

Nexer Group (formerly Sigma IT) is an international tech company with roots in Swedish entrepreneurial spirit and innovation. Nexer has 2000 experts in 13 countries and is part of the Danir Group, a privately held Swedish company with 10,000 employees in 16 countries. Nexer currently works with some of the world's largest and most demanding companies, bringing expertise in digital transformation, IT, tech and R&D.

For more information about the company - [www.nexergroup.com](http://www.nexergroup.com)

## For more information:

Jacob Philipson

CEO QBank

Tel: +46 70 389 51 55

E-mail: [jacob.philipson@qbank.se](mailto:jacob.philipson@qbank.se)

Fredrik Axell

BA Manager Unified Commerce, Nexer

Tel: +46 73 070 01 56

Email: [fredrik.axell@nexergroup.com](mailto:fredrik.axell@nexergroup.com)