Croatian IT consultancy Koios acquires leading British data analytics company

Friday 5 July, 2024

Zagreb and London, July 5, 2024 – Koios, a leading pan-European data integration, technology development and implementation consultancy has acquired Yard, an award-winning British martech and data analytics company for approximately five million euros in cash. With this acquisition, Koios, which already has an office in London, continues its expansion into the dynamic UK market.

Yard, which is headquartered in Cardiff, specializes in data analytics, customer insight and profiling, delivering automated multi-channel content for a range of corporate clients and financial institutions.

A key point of difference that sets Yard apart from its competitors is their ability to maximize value from clients' existing technology while also providing recommendations, training, and solutions across the entire martech and analytics value chain to maximize marketing return on investment.

Paul Newbury, Co-Founder and Chief Data Officer at Yard said: “The integration of Yard and Koios represents a step forward for our company, allowing us to combine our analytical resources with Koios's expertise. We are confident that this synergy will further enhance our ability to provide top-notch solutions to our clients and improve our business. Thank you to all our clients and partners for their continued support—exciting times are ahead,"

Koios, with offices in Zagreb and London, provides application development, data integration, business analysis, project management and a range of implementation services for leading software vendors including Atlassian solutions for corporate clients predominantly in the financial sector.

Speed and accuracy of information are crucial for decision-making, which is Koios` specialty. This collaboration will enhance the business growth of both companies, open up new market opportunities, and expand the range of services available to new and existing clients.

Stjepan Pavlek Posavec, Co-Founder and CEO of Koios said: “Koios was founded 16 years ago and has developed into a leading technology consultancy group providing market leading solutions to the financial services industry. The acquisition of Yard enables Koios to expand its client base across both corporate and financial services segments in the UK and across Europe. Koios has built a reputation as a leading supplier of data integration, analytics and software implementation.

We are thrilled that Yard is now part of our story going forward. Through the synergies of our combined expertise, I am confident we are very well positioned to provide an even better and broader service proposition to our current and future clients. With Yard, we continue our expansion into new markets and segments including leading names in the telecoms, international banking and energy sectors while also bringing Yard’s award-winning expertise to our financial services clients."

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