



Intito – the future of business decisions

Part of the Business Innovation Program

The Pedab Business Innovation Program is dedicated to discover and nurture innovators who have the potential to shape the future within each of their fields of business. Recently, Intito joined the program as part of its growth- and start-up plan in Norway.

Intito is a business planning technology company that helps customers make data-driven business decisions and better management by automating repetitive processes. The company is well-founded in Finland and Sweden and is now ready to take on the Norwegian market. On this journey, the Pedab Business Innovation Program is part of Intito's growth plan.

Reliable and accurate decision-making

By implementing data-driven decision-making in the business strategy, organisations can make faster, more accurate, and better decisions. Furthermore, the data helps organisations identify trends and patterns, which would otherwise easily be overlooked. Moreover, these organisations save time and money by reducing the need for manual analysis and research.

"We enable data-driven planning and decision-making for our customers by leveraging IBM Data & AI solutions. Our core business includes extended planning and analysis solutions, Financial and ESG reporting, and artificial intelligence. We help our customers utilize data and modern technology, to succeed in a highly competitive environment and make better decisions at the right time" says Petri Sipola, CEO, Intito.

Intito strives to build lasting relationships with its clients. Their speed and agility, combined with their deep understanding of business strategy, make them valuable assets to any organization. They offer a wide range of services to companies in many different industries and can tackle

complex issues with tailored solutions.

The Intito start-up in Norway

Intito is one of the biggest players within their field of business in the Nordic countries, but for Intito Norway to achieve success, it is not enough to simply rely on the success of Finland and Sweden. The Norwegian Intito office is essentially a start-up and as part of its growth strategy, it has enrolled in the Pedab Business Innovation Program.

Kristian Lahtinen, Country Manager in Intito Norway, states: "Our collaboration with Pedab has been essential for the success of our start-up in Norway. Having access to IBM's local resources and support has been invaluable in helping us acquire new contacts and opportunities in the country," and he continues to emphasize the great partnership: "Pedab has helped us with IBM Partner processes and helped us navigate the Norwegian business ecosystem, as a true business partner, Pedab has given us valuable feedback on our GTM strategy and our core narrative."

Petri Sipola adds to Kristian's statement: "Furthermore, Pedab has helped us with some of the obvious challenges, when expanding to a new country, by assisting with both translations, and understanding the Norwegian business culture. They have helped us with a lot of practical work – from getting a Norwegian website, and Norwegian references, as well as to responding to tenders in Norwegian. They have the business understanding and the right prerequisites to help us in the phase we are in now."

The Pedab Business Innovation Program

The Pedab Business Innovation Program is a joint market development project between IBM Nordic and Pedab. Pedab specializes in preparing companies for the digital future by advising on proactive IT strategies and how to leverage on IT-investments. Pedab will guide your technical choices at an early stage of your innovation journey, enabling you to scale as you grow.

Theresa Brynildsen, Business Development Manager at Pedab Norway, expresses her enthusiasm for the Business Innovation Program, noting that the program clearly provides great value for Pedab's IBM partners and that Pedab will continue to collaborate with IBM to deliver a great service and create meaningful partnerships.

Read more about Intito and their solution [here](#).

Join our Business Innovation Program today!

The Business Innovation Program is joint initiative by Pedab and IBM together, for the simple purpose of helping early-stage businesses to a scalable IT platform.

At Pedab, we believe that your company's future depends on the IT decisions you make today. Therefore, we strive for close cooperation with our partners, so that we can tackle business challenges together the best solutions.

Read more about Pedab, the program overview and requirements at pedab.com, or [contact us](#) today!

