

Confirma Software AB Acquires NetBaron Solutions Oy

The Confirma Software Group has acquired a Finnish company NetBaron Solutions Oy on July 31, 2024. All business operations will immediately be transferred under the management and control of Confirma. The entire NetBaron staff will join the growing Confirma family. All NetBaron products, services, and customer contracts will remain unchanged, and business operations will continue as before. NetBaron's technical support will continue to serve its customers and provide training.

NetBaron is founded in 2003 and offers its customers comprehensive services for electronic business operations as cloud services. In addition to ERP and CRM, the services include accounting, payroll management, and time tracking. The functions are largely automated, which improves customers' time efficiency by reducing manual entries.

Confirma Software, a Nordic group focused on enhancing core business operations, offers software services to SMEs and public sector organizations. The group consists of 22 companies employing over 500 people across Finland, Sweden, Norway, and Denmark. The group's turnover exceeds 80 million EUR. In Finland, the group's products and services are marketed under the Confirma brand and can be found online at confirma.fi.

Antti Leinonen, who has successfully led NetBaron for over 20 years, will step down from his role as CEO and continue as a shareholder and advisor during the transition period. Antti is committed to supporting operational and organizational matters until spring 2025. Michael Söder from Vaasa has been appointed as the new CEO and Chairman of the Board. In his role, Michael is responsible for all operations of Confirma companies in Finland.

The customers and partners of NetBaron will benefit from a broader range of services provided by over 500 experts and business professionals. With the acquisition, resources for product development will increase to over 100 application developers in Finland alone. Confirma helps its customers grow by offering software, services, and business expertise across various industries. The extensive offering includes integrated e-commerce solutions, intelligent property management solutions, business intelligence solutions, and browser-based ERP solutions tailored to specific industries.

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