



askblue fast facts

The Company

askblue is a Portuguese consultancy company dedicated to the development of projects with strong needs in IT. askblue supports companies and organizations in the digital transformation processes, as well as in defining their business structuring strategies. The company stands out for its functional knowledge and the quality of project delivery, because of the **diverse professional experience of its team**, in national and international markets, and sectors with a high level of demand, such as the financial sector.

The ability, together with its customers, **to develop new businesses, enhance the value chain**, and **optimize operational performance** in each project, are at the root of the success and recognition that the company has had, and which **can be measured by trust and customer loyalty**. askblue bets on the excellence and quality of its services and on the development of the best solutions, which allow customers to overcome their challenges in increasingly competitive and demanding markets.

Team

askblue was founded in 2013 by four partners, Pedro Nicolau (CEO), Sofia Bastos Santos, Rui Couto, and Ana Rosado – all with strong experience in Consulting and Management, in the most diverse business areas. Miguel Freire and Pedro Santos Gomes joined the team as new partners, in 2019 and 2023, respectively. At the end of 2023, askblue had 410 employees.

Services

askblue offers its customers a set of services that combine unique technology and business skills in the following areas:

Business Consulting

- Service Design
- User Experience Design
- Interaction Design
- Processes Optimization & Mining
- Agile & Scrum Coaching
- Program Management (PMO)

System Implementation

- Custom Software Development
- System Integration

Application Management

- Application Management Services (AMS)
- Application Support Services

Center of Excellence

- Center of Excellence – Outsystems
- Advanced Services (i.Lab)

Data & Analytics

- Strategic Data & AI Consulting
- Project Implementation
- Data Architecture and Engineering Squads

Quality & Testing

- Quality Processes
- Quality Management
- Functional & Non-Functional Testing
- Continuous Regression Testing & Automation
- QA Assessment

Specialized Outsourcing

- IT and Operational profiles

Finance

askblue continues to grow steadily, reaching a turnover of 19.3 million euros in 2023. The company maintains a strong presence in the Financial and Insurance sectors but has increased its activity in sectors such as Energy and Transportation, which contributes to the diversification of its client portfolio.

In terms of internationalization, askblue strengthened its presence in Brazil, where it opened two offices between 2022 and 2023, and started a project in the United Kingdom. Last year was also marked by the consolidation of several of the company's partnerships in the European market.

For 2024, askblue intends to continue its journey of sustained growth, with an expected turnover of 23 million euros. By 2028, the company's strategic plan is to double the turnover recorded in 2023.

askblue has a broad offer based on the following fundamental pillars: Business Consulting, System Implementation (tailor-made development), Application Management (application maintenance with dedicated or shared teams. Centers of Excellence), Quality & Testing (application testing), Data & Analytics, and Outsourcing. In these areas, the company designs and delivers solutions based on the knowledge and multidisciplinary experience of its team, with innovative responses to the new challenges faced by companies and professionals.

In 2024, recruitment remains a challenge. askblue plans to hire 80 employees to respond to the increased complexity of the projects it is developing.

To prepare askblue's internal structure for this phase of global growth, the company's management team has been strengthened: the Executive Committee is made up of all the partners, Pedro Nicolau (CEO), Ana Rosado, Miguel Freire and Pedro Santos Gomes; João Queirós acts as Chief Financial Officer (CFO) and leads the internal organizational support areas (Financial and Administrative, Organizational Development and IT Support); Artur Madeira Lopes heads the Talent Acquisition area and Ana Sofia Pardalejo is in charge of the People Management area; Carlos Costa Cruz holds the corporate marketing and partnership management portfolios.

