

## Press Release:

---

Press contact:  
IWK Communication Partner  
Florian Bergmann  
+49 89 2000 30 30  
[waterland@iwk-cp.com](mailto:waterland@iwk-cp.com)

---

## Partnership launched between Waterland and SAP specialist NETCONOMY

Munich/Graz, **05** March 2025 – A first-class commerce strategy and a deep understanding of customers are becoming increasingly crucial competitive advantages for companies. NETCONOMY is one of Europe’s top SAP Customer Experience (CX) experts, particularly when it comes to modern cloud architectures. European investment firm Waterland sees this field of digitisation as an important future market and is joining NETCONOMY as a co-shareholder. The goal is to accelerate NETCONOMY’s already strong position through investments in innovative products and strategic acquisitions.

NETCONOMY GmbH is a leading provider of modern digital solutions specialising in the SAP Customer Experience Suite (SAP CX), which offers cloud-based applications for all of a company’s customer-related processes. Based in the Austrian city of Graz, the company helps well-known large enterprises to devise fully integrated customer experiences that connect all their online and offline customer contact points.

Success in the digital economy depends on a deep understanding of customer behaviour, intelligent data management, and the seamless integration across sales, marketing and customer service. NETCONOMY offers comprehensive support for companies in developing and implementing forward-looking digital strategies.

By providing strategic consulting, NETCONOMY prepares business models for unified commerce in both the B2B and B2C segments. The company develops seamless, user-

friendly digital platforms, implements powerful technologies, and provides professional services ensuring the stability of business-critical systems.

NETCONOMY strategically leverages AI tools to optimise processes and offer companies solutions that allow them to make data-based decisions and offer personalised customer experiences. This strategy also involves a close partnership with the Google Cloud Platform. The result is sustainable growth in an increasingly networked world. NETCONOMY already operates ten locations across Europe, and is planning to expand further.

Through this new partnership, Waterland is therefore acquiring a stake in a leading services company for the advanced SAP portfolio. NETCONOMY moved quickly to specialise in modern, cloud-based CX solutions and is now in a lead position with respect to technical developments in this field. Thus, the company is exceptionally well placed to capitalise on SAP's transition to cloud-based solutions. NETCONOMY plans to continue its growth both within the SAP ecosystem and in adjacent service areas. This development will be driven by investments in the offering and strategic acquisitions. Martin Barzauner, founder and CEO of NETCONOMY, is retaining a significant stake in the company and will continue to lead it.

“We have found the ideal partner in Waterland for the next phase of our growth and our market presence. We share strong entrepreneurial values and a passion for our industry segment. Waterland impressed us with their in-depth understanding of the industry as well as their responsible, partnership-based investment approach. We look forward to working with the Waterland team to develop our service portfolio and offer our customers even more extensive solutions in the future” notes Martin Barzauner, CEO of NETCONOMY.

Gregor Hengst, Managing Partner at Waterland, adds: “NETCONOMY is one of the market leaders in a highly sought-after area of digital transformation. At a time of changing consumer preferences and sales strategies, omnichannel strategies and a deep understanding of the customer base are more important than ever. We look forward to supporting NETCONOMY in further expanding the company's position as a leading SAP partner in Europe. Together we will also explore new markets.”

Marc Schwarz, Principal at Waterland, notes: “With its focused business model, technological expertise, and strong customer relationships, NETCONOMY is in an outstanding position to continue its development through organic and inorganic growth. We look forward to supporting their talented, exceptional team on its success journey.”

Waterland is one of Europe's most active investment firms, with many investments in the digitisation, IT and telecommunications sector. In the DACH region, its portfolio currently includes companies such as netgo (IT and software solutions), Hyand (software development), Skaylink (managed enterprise platform) and Serrala (payment technologies).

The transaction is subject to the usual approval by the relevant competition authorities.

\*\*\*

### **About NETCONOMY**

NETCONOMY is one of the leading providers in the cloud-based SAP CX solutions segment. It has more than 20 years' experience helping well-known companies to devise fully-integrated customer experiences. As an experienced SAP® CX Gold Partner, NETCONOMY supports its customers in developing and expanding all of their digital channels, with a particular focus on optimising their business processes. We work together to seamlessly integrate a business's digital and real-world presence. Thanks to its professional solutions and the targeted use of AI-assisted technology, NETCONOMY helps companies to better understand their customers and to interact with them in a more customer-centric way.

[www.netconomy.net](http://www.netconomy.net)

### **About WATERLAND**

Waterland is an independent private equity investment group that supports businesses in realizing their growth ambitions. With substantial financial resources and industry expertise, Waterland enables its portfolio companies to achieve accelerated growth both organically and through acquisitions. Waterland has offices in the Netherlands (Bussum), Belgium (Antwerp), France (Paris), Germany (Hamburg and Munich), Poland (Warsaw), the UK (London, Manchester), Ireland (Dublin), Denmark (Copenhagen), Norway (Oslo), Spain (Barcelona), and Switzerland (Zurich), and currently manages approx. 14 billion euros of investor commitments.

Since its founding in 1999, Waterland has consistently achieved above-average performance with its investments. Waterland stands in fourth place globally in the HEC/Dow Jones Private Equity Performance Ranking (January 2023) and is ranked seventh in the Preqin Consistent Performers in Global Private Equity & Venture Capital Report 2022 among the world's private equity firms.

<https://www.waterlandpe.com/>