

## **Elop AS: Simplifai with break-through partnership deal in the Netherlands.**

Data Matters B.V. teams up for the Dutch public sector.

**June 30, 2021 – Elop’s AI business unit Simplifai has entered into a strategic partnership agreement with Data Matters B.V. The latter is a leading specialist of information management and digital archiving solutions and consultancy to local government across The Netherlands, including Amsterdam, Schiedam and Hilversum municipalities.**

As part of the agreement, Data Matters will include Simplifai’s AI-driven "Digital Employees" in its offering to support the public sector facilitating intelligent automation of document management and archiving processes.

A new law in The Netherlands addressing requirements for the access to and publication of documents from public organisations to the citizens takes effect on January 1, 2022. This law, the "WOO" (Wet Open Overheid) will have a significant effect on the workload of civil servants, including large amounts of repetitive routine work which can be automated by a digital employee of Simplifai. This represents a key driver behind the market opportunity and cooperation between Simplifai and Data Matters. Overall, a digital employee can be used for any repetitive routine work from information management to digital archiving.

"The demand for intelligent automation of information management and digital archiving processes is growing rapidly. This is a major opportunity for us to help our clients speeding up their compliancy, increasing efficiency and reducing costs" says Paul Schindeler, CEO at Data Matters.

### **Market opportunities**

The cooperation between Data Matters and Simplifai is regulated through a 36-months rolling agreement. Each new client project that Data Matters enters into under the agreement, will generate monthly recurring revenues for Simplifai.

"Intelligent Automation Solutions are serving important governmental institutions in the Nordics already. We see a huge potential for our solutions in public sector in Europe, and the Netherlands is a great gateway to central Europe. Data Matters is in a perfect position to unlock this key customer segment in the Netherlands." says Bård Myrstad, VP of Simplifai.

### **Public sector growth strategy**

Entering into the agreement with Data Matters is part of Simplifai’s strategy to grow revenues from local, regional and central public sector clients in The Netherlands, as a continuation of the Norwegian Public sector focus.

In February, Simplifai signed a breakthrough public sector agreement with National Archives Services of Norway which has generated several requests from Norwegian municipalities and other governmental bodies.

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**About Elop AS**

Elop is a Norwegian technology company that has developed tools and digital solutions to inspect, monitor and manage infrastructure worldwide. The company's technology portfolio includes a patented ultrasound technology for inspection and analysis of critical infrastructure. Through data-driven and AI-based solutions for inspection and predictive maintenance of concrete infrastructure, Elop's vision is to provide asset owners with solutions that improve safety, extend asset lifetime, minimise total lifecycle cost and environmental footprint. Elop is headquartered in Norway. For more information: [www.elop.no](http://www.elop.no)

**About Simplifai**

Simplifai is Elop's AI business unit. It supports Elop with developing data-driven and AI-based solutions for inspection and monitoring of critical infrastructure. Simplifai operates as a stand-alone business where it develops automation solutions using artificial intelligence to help clients across numerous industry sectors to grow efficiently. For example, Simplifai's Digital Employee solutions can automate labour intensive work process where natural language communication including email, chat or documents are central. This includes customer relations, case handling, HR and accounting. Simplifai was acquired by Elop in January 2021. For more information: [www.simplifai.ai](http://www.simplifai.ai)

**About Data Matters**

Data Matters designs, delivers and supports sustainable archiving solutions and services with an integrated management for paper-based archives and digital preservation, including a (cloud) digital repository with all the functions defined in the OAIS model. These solutions and services are based on years of expertise, in-depth multi-disciplinary knowledge, and industry-leading products and services from select innovative and reliable technology manufacturers. Data Matters has long-standing partnerships with Hitachi Vantara, Star Storage, and others. For more information: [www.datamatters.nl](http://www.datamatters.nl)