

December 18th, 2023

basecom GmbH & Co. KG  
Marc Brochhaus

Hannoversche Str. 6-8  
49084 Osnabrück

+49 541 580 287 0  
info@basecom.de

**Press release – basecom GmbH & Co. KG – Osnabrück/ Raleigh, NC – December 18th, 2023**

## German software service provider basecom is expanding and founds basecom Inc. in the USA

**basecom GmbH & Co. KG is expanding and has founded a joint venture with its US partner company Sitation. With the new location in Raleigh, North Carolina, basecom is opening up the US market. basecom sees great potential for further growth in the internationalization of its business. With the newly founded basecom Inc., the company will from now on also offer its broad range of services in the areas of e-commerce, PIM systems and digital consulting on the North American market.**

**Osnabrück (Germany)/ Raleigh (USA), December 18th, 2023** | With locations in Osnabrück, Hanau, Hamburg, Munich and Cologne, basecom GmbH & Co. KG is an established software service provider with a focus on e-commerce, product information management (PIM) systems, digital experience solutions and consulting throughout the DACH region and celebrates its 25th anniversary in 2023.

By founding a joint venture and establishing a new location in the USA, the company now aims to address the US market and at the same time offer existing customers from the DACH region the opportunity to have direct contact persons for international projects in the US.

basecom GmbH & Co. KG has founded basecom Inc. together with its US partner Sitation. Through this strategic partnership with a local company, basecom complements its own competences and gains comprehensive market know-how, an understanding of the industry and direct customer contact through Sitation. basecom has extensive experience in the field of innovative e-commerce and PIM technologies and can rely on strong software partners who also have strong ambitions to develop the US market and see a strategic opportunity in the market for their respective solutions.

"The US market has a different level of maturity than the German market and offers a lot of potential for our solutions," explains Manuel Wortmann, Managing Director of basecom, "in addition, the economic development in the USA is largely decoupled from that in Germany. The USA is an attractive growth market for us. I am therefore particularly pleased to have gained Sitation as a strong partner with whom we can operate on an equal footing and offer our customers the best possible service," continues Wortmann.

The joint venture provides basecom with a professional organizational structure and a team of more than 70 people in the USA with market experience. This eliminates a long set-up phase, and existing and new customers can be supported directly on site.

“Sitiation is excited to partner with basecom to assist in their expansion into the US Market. We are aligned with the vision and mission of basecom and their leadership team. This joint venture is the result of a common bond between basecom and Sitiation to a differentiated experience for the basecom customers and platform partners,” commented Jon Dehne, Chief Operations Officer of Sitiation.

For further information and questions, please contact Marc Brochhaus, Senior Marketing Manager at basecom.

### **About basecom**

As an owner-managed software company with more than 190 employees in Osnabrück, Hanau, Hamburg, Munich and Cologne, basecom is your reliable technology partner for the planning, implementation and support of individual software projects in the areas of e-commerce, PIM systems and digital experience solutions as well as digital consulting. We speak the language of our customers and are at your side from consulting and planning through design and development to the support of your web project. basecom is part of the GROW Digital Group.

### **About Sitiation**

Sitiation is an award-winning digital consultancy and software company headquartered in Apex, NC. Sitiation brings decades of experience in PIM, MDM, and business intelligence, and most recently has introduced a practice for applied artificial intelligence for digital merchandising.