Press Releases

Checkin.com Group has signed an agreement with Creatio, a leading no-code platform for workflow automation and CRM

STOCKHOLM, July 11, 2024 - Checkin.com Group (STO:CHECK) has, building on its Technical Partnerships strategy, signed an agreement with Creatio, a global vendor of a no-code platform to automate workflows and CRM with a maximum degree of freedom. Checkin.com's software for user identification and onboarding will be integrated into the CRM platform and made available to Creatio's 6,500 customers globally. Creatio, the Salesforce challenger, which recently secured $200 million in a new funding round, employs 700 people and has partners in over 100 countries.

Creatio's no-code platform community targets most industries but has a strong focus on Finance, Insurance, Real Estate, Professional Services, and Manufacturing sectors.

Checkin.com's Technical Partnerships Strategy enables simpler sales processes, heavily reduced integration times and limits marketing efforts while offering the opportunity to efficiently roll out the software to many new partners after a one-time integration to each partner's technical platform.

"We are very excited to sign another platform that both showcases the strength of our Technical Partnerships strategy and our increased focus on North America. Creatio, with their global presence and strong focus on a great user experience, is a perfect distribution channel for the Checkin.com software. We are convinced that we will add a lot of value for the customers that are active on the platform, helping them more easily and efficiently identify and onboard their users while staying regulatory compliant," comments Christian Karlsson, CEO at Checkin.com Group.

Creatio offerings include an AI-powered no-code platform (Studio Creatio), CRM applications (marketing, sales and service), industry workflows for 20 verticals and marketplace add-ons. The company helps customers digitize workflows, enhance customer and employee experiences, and boost the efficiency of commercial and operational teams. Creatio is recognized as a Leader and Strong Performer in multiple Gartner and Forrester reports.

"We are thrilled to welcome Checkin.com Group to the Creatio partner community," said Alex Donchuk, Senior Vice President, Global Channels at Creatio. "This partnership aligns perfectly with our mission to provide innovative, no-code solutions that empower organizations to enhance their workflows and customer experiences. We look forward to the value this collaboration will bring to our mutual clients across the globe."

The agreement states no minimum contract value or volumes.

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Certified Adviser

Checkin.com Group's Certified Adviser is Carnegie Investment Bank AB (publ).

About Checkin.com Group
Checkin.com Group creates shareholder value through capital efficient growth achieved by strong organic growth and strategic acquisitions. The Group's advanced technologies and innovations offer a unique end-to-end solution that reshapes how end users checkin with products and brands online. The comprehensive framework gathers multiple hyper specialized technologies that covers every aspect of an end user's checkin experience. The company has its headquarters in Stockholm, Sweden, but operates and recruits globally to attract world-leading talent across the globe.

Checkin.com Group's share is since 2021 listed on Nasdaq First North Growth Market under the trading symbol "CHECK".

For more information about the company visit: https://group.checkin.com/investors/

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