

BDS BYNFO IS NOW KAITO

Finland's leading expert in analytics and smart automation renewed its brand





Finland's leading cloud-based analytics expert, BDS Bynfo, changes its name to KAITO.

As a result of a merger between two companies, the brand renewal will unify the culture and values, and support the ambitious growth strategy of KAITO. The new brand and values were formed in cooperation with Finland's leading creative brand-design agency, SEK.

Analytics specialist BDS Bynfo, created when **Big Data Solutions** and **Bynfo** merged in early 2019, will change its name to KAITO. The name KAITO is derived from the terms **Knowledge Assets, Insights, Transformation** and **Outcomes**, which describe the company's business and service range.

The merger is now finalized through the brand and value reform.



"The merger between BDS and Bynfo has progressed according to plan and we are now entering a new era. With the brand renewal, we "will lock in" our shared culture and values as the year progresses. Our future success is based on the principles of sincerity, visionary, dedication and communality. The entire staff and customers were consulted during the brand definition and value creation processes.



Saku Sell
CEO, KAITO



Meaningful growth from knowledge

KAITO's renewed brand and jointly defined values support the company's strategic goal of becoming Finland's largest expert in data architectures, analytics and smart automation. Ambitious growth targets are backed by a renewed vision and value promise:
"We give meaning to information."

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We make unleveraged data productive, foster its growth, and generate business benefits on behalf of our customers. We are the Elite Squad of data driven growth, a fact which now resonates with our brand.

– Saku Sell

KAITO currently employs 51 experts and has net sales of approximately EUR 6 million. KAITO's customers include the largest Finnish companies in the industrial, retail and wholesale, energy and financial services sectors. On an annual basis, the company is seeking 30 per cent profitable growth in net sales and will continue to recruit experienced data and analytics experts.



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