



Bedford Consulting acquires Bluesprint to reinforce its position in the Nordics, with the support of Keensight Capital

Press release
October 27, 2022

Bedford Consulting today announces its acquisition of Bluesprint, the largest independent Anaplan software consultancy and implementation partner in the Nordics. This acquisition will expand on Bedford Consulting's existing Nordic footprint and strengthen its positioning as the leading EMEA partner of Anaplan's cloud-native Enterprise Performance Management ("EPM") Software. The acquisition was actively supported and assisted by Keensight Capital, one of the leading private equity managers dedicated to pan-European Growth Buyout¹ investments and a significant shareholder in Bedford Consulting.

Founded in 2018 by David Hagetoft and Espen Grepperud, with offices in Sweden and Norway, Bluesprint is a key Nordic partner of Anaplan, a pioneering developer of a SaaS based Extended Planning and Analysis ("xP&A") software that has transformed the way in which enterprises monitor, plan, and drive business performance. Bluesprint's strong presence in the region includes major Swedish and Norwegian clients such as TINE, Schibsted, Anticimex, Stena Line, Axis Communications and Ramirent.

With this first acquisition following the strategic investment from Keensight Capital in May 2022, Bedford Consulting will double its presence in the region, strengthening the group's offering and client coverage capabilities across its Nordic customer base. The combined business will benefit from experienced local leadership as well as the providing of wider development opportunities for Bluesprint employees in the larger Nordic and pan-European Bedford footprint, supporting the group's sustainable growth trajectory of c.40% per annum.

Cathal Doyle, CEO of Bedford Consulting, said: *"We are proud of this new stage of development in our Anaplan journey, reinforcing our growth strategy across Europe by acquiring the leading local independent Anaplan partner in the Nordic region. We are looking forward to working with the highly regarded Bluesprint team, combining our shared expertise as Anaplan partners and further enhancing our new and existing Nordic customers' connected planning journeys."*

David Hagetoft, co-founder of Bluesprint, added: *"We are pleased that Bluesprint's expertise in connected planning has been chosen by Bedford Consulting and Keensight Capital to strengthen the company's reach and offering. We share a strong cultural fit with Bedford Consulting, having known the team for many years, and Espen and I are delighted to join forces with Bedford to continue our Anaplan growth together. We are proud of the Bluesprint team's achievements to date and look forward to seeing the team grow within and benefit from the larger combined business in the coming years."*

Yuri Mikhalev, Partner at Keensight Capital, concluded: *"We are very happy to have supported Bedford Consulting's leadership team in their first acquisition, in line with the company's European growth strategy. The opportunities offered by Anaplan are unique and we strongly believe that Bedford Consulting is the best placed partner to leverage their growth potential in Europe."*

¹ **Growth Buyout:** investment in profitable, private companies experiencing strong growth, in minority or majority positions, with or without leverage, using a flexible approach tailored to the needs of individual entrepreneurs, in order to finance organic growth projects, acquisition strategies or provide historic shareholders with liquidity.



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About Bedford Consulting

Bedford Consulting is an Anaplan implementation partner recognised as a Gold Partner and awarded EMEA Partner of the year for the past seven consecutive years. Founded in 2008, Bedford Consulting specialises in Anaplan project implementation, software sales, health assessments, user clinics, and training services. The Company has offices in London, Düsseldorf and Stockholm, and employs approximately 90 deep-domain technical Anaplan experts. Bedford Consulting serves more than 350 customers throughout various end-markets across Europe.

[Bedford Consulting](#)

About Bluesprint

Bluesprint enables decision-makers to make smarter decisions faster by re-designing processes and implementing Anaplan for connected planning. Founded in 2018, the company has offices in Oslo, Göteborg and Stockholm. Bluesprint supports customers in the Nordics across various industry segments.

<https://bluesprint.se/>

About Keensight Capital

Keensight Capital, one of the leading European Growth Buyout firms, is committed to supporting entrepreneurs as they implement their growth strategies. For over 20 years, Keensight Capital's team of seasoned professionals has leveraged their knowledge of investment and growth industries to invest for the long term in profitable companies with high growth potential and revenues in the range of €10 million to €400 million. Drawing on its expertise in the Technology and Healthcare sectors, Keensight identifies the best investment opportunities in Europe and works closely with management teams to develop and achieve their strategic vision. Keensight Capital's success has also earned it a Gold Award from the Private Equity Exchange & Awards each year for the last six consecutive years, and in particular, the Best European Growth Private Equity Fund.

[Keensight Capital](#)

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