

PRESS RELEASE

Nextview cooperates with K2 University - further education campaign for future Salesforce experts

- Salesforce Ecosystem strengthens German economy and creates jobs
- Nextview cooperates with K2 University on training campaign
- Salesforce know-how transfer for every project member, consultant, and career changer

Frankfurt/Eindhoven, November 4, 2020 - **Nextview, the leading design thinking specialist and Platinum Salesforce Partner in Germany and the Netherlands, is launching a training campaign for the DACH region together with K2 University.**

Nextview wants to offer its customers and internal Salesforce specialists excellent training courses for Salesforce. The new partnership provides this service in the German-speaking region with immediate effect. The K2 University is known for its official top-class training courses, which are conducted by certified trainers.

Nextview has already tested how such a partnership can have a positive effect on business through its cooperation with Fastlane in the Netherlands. More than 10,000 Salesforce Trailhead Badges and 300 Salesforce certifications as well as numerous successful customer projects confirm that Nextview attaches great importance to the professional training of its own employees.

"We want to pass on our Salesforce know-how to our customers through every consultant in the project. We also want to guarantee our customers the best Salesforce training themselves. The partnership with K2 University is exactly the right strategic step to achieve this," says Huub Waterval, CEO of Nextview.

"As a Trailhead Academy Authorized Training Provider, we are excited to be partnering with Nextview to extend their offering of Salesforce training to companies in the DACH region," said Wahridj Gergian, Managing Director at K2 University. "This new partnership combines the deep knowledge and consulting expertise of Nextview with K2 University's official Salesforce training and certification programs to address the growing technology skills gap. We are looking forward to a successful partnership."

Salesforce Ecosystem Strengthens the Economy

According to a recent IDC study, the Salesforce ecosystem in Germany is expected to generate approximately €26 billion in new revenue and create more than 60,000 new jobs by the end of 2024. By then, the Salesforce ecosystem worldwide will be six times larger than Salesforce itself, generating \$5.80 for every dollar that Salesforce turns over.

Because companies that pay for cloud computing usage models also invest in complementary products and services, the Salesforce ecosystem is already more than four times larger than Salesforce itself. This makes the partner network that Nextview is driving forward with its Master Navigator status for Einstein Analytics a growth driver for the local economy. This growth is driven by cloud computing combined with new technologies such as mobile, social, IoT and AI.

Further training initiatives also for career changers

The global coronavirus pandemic is leading to a surge in digitization, which can be seen in the labor market figures. According to the IFO Institute, there were 21 percent more open IT jobs in the second quarter of 2020 than in the same period last year. While jobs are being lost in some sectors, such as tourism, catering, and aviation, new areas of activity are being created in others. To meet this growing demand for qualified specialists and to support career changers who have to change jobs due to the global coronavirus pandemic, Salesforce has announced targeted training initiatives.

Each year, an initial 5,000 additional specialists are to be trained with Salesforce certification for the German labor market - primarily via the free learning platform Trailhead. The Salesforce training courses from Nextview and K2 University are also contributing to economic stabilization in the DACH region. They are currently being held virtually until a positive change in the current situation occurs.

About Nextview

Nextview is a leading independent Salesforce consulting firm in Northern Europe. Founded in 2009, Nextview is a Platinum Salesforce Partner, helping clients transform their digital life by creating value through customer focus, data intelligence and business optimization. By combining management consulting and design thinking, Nextview quickly achieves results and minimizes risks. With Salesforce's expertise and sector-specific knowledge of financial services, manufacturing, and professional services, Nextview is a trusted partner to several multinational corporations and leading Dutch companies in more than 60 countries. Nextview has Design Thinking Centers in Amsterdam, Eindhoven, and Frankfurt and has nearly 100 employees whose workplace has been recognized as a Great Place To Work for the past three years. Nextview is driven by its mission: "To make a positive impact by being a great company that inspires". For more information, please visit <https://www.nextviewconsulting.com>.

About K2 University

K2 University is the only official Salesforce Trailhead Academy Authorised Training Provider in Germany, Austria, Switzerland, Japan and Brazil, offering classroom training courses for admins, developers, business users, marketers and other Salesforce users, all taught by certified trainers.