



We are Solita

16.1.2025 /
Nordic+ webinar

SOLITA

We create value from data in a connected world.

Our aim is to create lasting impact by:

- Utilizing data and IT
- Combining them with human insight
- Cooperating with our tech partners

TURNOVER IN
2024

250+M

- Founded in 1996
- 2100 employees
- 9 countries
- 27 cities



- 1 Software development
- 2 Strategy
- 3 Data & AI
- 4 Design
- 5 Cloud
- 6 Connectivity



Finland

Helsinki, Tampere, Oulu,
Turku, Lahti, Kuopio, Vaasa,
Joensuu, Jyväskylä, Pori

Germany

Munich, Berlin

UK

London

Denmark

Copenhagen, Aalborg,
Glostrup, Vejle

Belgium

Leuven, Ghent

Sweden

Stockholm, Gothenburg,
Malmö, Skellefteå

Norway

Oslo

Poland

Warsaw, Tychy

Switzerland

Zurich





Exporting Mobility & Logistics expert services



What Worked Well & Our Learnings

- **Positive factors**

- Strong product–market fit
- Quality reputation & validation by references
- Finding niche markets that are underserved
- Access to early supporters/partners, sharing information and ideas

- **Learnings**

- Research markets deeply before entry
- Build trusted local relationships & local presense
- Adapt your product and approach, but stay true to your core value





Dos & Don'ts

Dos

- ✓ Focus on fewer markets but do them well
- ✓ Develop expertise and solutions around international standards and regulation
- ✓ Find local champions to open doors
- ✓ Partner with others to build strong offering bundle
- ✓ Leverage clusters, industrial associations and events as platforms to build brand awareness

Don'ts

- Expect quick wins
- Copy–paste your home-market approach abroad
- Assume that you are well-known and trusted in new market
- Spread resources too thin across many markets



**Exporting isn't just about
reaching new markets
— it's about building
relationships that make
the journey worthwhile**



**Thank
you!**