

Press Release

SEERENE RAISES \$ 14 MILLION SERIES A ROUND

- **Earlybird Venture Capital increases its investment in series A led by Lakestar**
- **New category Code and People Attribution analytics for CIOs will dramatically change how the two most important assets of any corporation – its code and developers – are managed within enterprises**

New York City / Berlin, January 24, 2017 – Seerene (<https://www.seerene.com>), a SaaS analytics platform that sets a new standard for the way CIOs manage their most important production factors – code and people – today announced it has raised \$14 million in Series A funding led by Lakestar, with additional funding provided by existing investor Earlybird Venture Capital. The capital will be used to scale the company globally, invest in product capabilities and bring the Seerene™ SaaS platform to companies around the world.

Proliferation of software is transforming businesses and entire industries. Today, code is inherently linked to business success, yet the sheer volume of people-code interactions has made it near impossible to understand and measure the impact and value of countless projects and digital investments taking place at any one time. This has put CIOs on the back foot, with billions in spend but nothing to justify it in the boardroom.

Grounded in academic research at the Hasso Plattner Institute, Seerene enables businesses to instantly extrapolate from an ocean of code and people interactions the very essence of endless activity – unleashing innovation and speed only known from startups. This is critical not just at times of transformation, but throughout the lifetime of a digital business.

“Seerene was borne out of insight that the transformative impact of software on companies demands the new ability to instantly pull together thousands of data points, technologies, resources and lines of code in one place – and let CIOs know what to do with it all,” said Oliver Muhr, Seerene CEO. “Today, the most critical asset of any company is its code and people, which on the one hand translates into 35% of the IT spend of a CIO and on the other brings the biggest opportunity to enable a business to thrive and win in the marketplace. Scientists and business leaders are tackling enormous challenges, from building self-drivable cars, to putting people on mars. This is all enabled by software but IT executives and CIOs cannot even answer basic questions, e.g. how is my development and outsourcing capacity distributed over my applications, does this make sense from a strategic perspective and how can I actively drive change.”

“Within corporations today, there is a management platform for every asset and function, e.g. SAP for HR, Finance and Marketing or Salesforce for CRM – Seerene is the platform for CIOs to manage the most important assets of any company: its code + people”, added Jason Whitmire, an Earlybird board member. “Seerene’s mission is to turn CIOs into everyday superheroes in the board room, by helping them find clarity where there seemingly is none, and know intuitively whether they’re heading in the right direction towards making the most of the digital opportunities available to them.”

“As software started to take over companies and industries, we realized early on that this enormously complex opportunity needed a solution to match,” said Marc Hildebrandt, Founder, Chairman of Seerene and CEO of German Deep Tech, “I’m proud to see Seerene embraced by global companies charting the digital course of their industries.”

About Earlybird

Earlybird is a venture capital investor focused on European technology companies. Founded in 1997, Earlybird invests in all growth and development phases of a company. Amongst the most experienced venture investors in Europe, Earlybird offers its portfolio companies not only financial resources, but also strategic and operational support as well as access to an international network and capital markets. With over EUR 800 million under management, six IPOs and 22 trade sales, Earlybird is one of the most successful venture capital firms in Europe.

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Earlybird's investor base includes some of the most renowned institutional investors worldwide. The capital committed by the EIF to the Earlybird 2012 Fund comes from the European Recovery Program (ERP) – EIF Facility; and the LfA-Gesellschaft für Vermögensverwaltung mbH (LfA) – EIF Facility.

Further information is available at: www.earlybird.com, Twitter: <http://www.twitter.com/EarlybirdVC>. LinkedIn: www.linkedin.com/company/earlybird-venture-capital or Facebook: www.facebook.com/EarlybirdVC.

About Seerene

With offices in Berlin, New York and Hong Kong, Seerene helps businesses tap into the power of their most precious resources in a digital world – its code and people. We exist to empower businesses to make sense of, and thrive in, the software-first world. Whether you've just entered the digital transformation, or have fully completed it, Seerene helps businesses move forward by lending the sixth sense required for decision-making in the digital age. Seerene is one of the fastest growing enterprise software companies and already trusted by some of the biggest corporations in the world. Clients include SAP, IBM, Adidas, Mercedes-Benz, The Generali Group and other Global 2,000 companies. For more information and case studies, please visit www.seerene.com.

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