companial



Fellowmind & Companial:

A Global Partnership for Scalable Delivery

To understand the motivations and benefits behind the new Global Agreement between Companial and Fellowmind, we spoke with Anna Kleine, Regional Director and CEO at Fellowmind Sweden, who has played a key role in shaping the partnership.

Why Fellowmind Chose Companial?

What inspired Fellowmind to enter a Global Agreement with Companial?

Fellowmind was motivated to enter a Global Agreement with Companial after recognizing the strong cultural fit, proven leadership, and high level of competence Companial offers. Many Fellowmind regions had already worked with Companial and valued their approach and experience. The new agreement allows Fellowmind to benefit from attractive pricing and harmonized contractual terms while maintaining the flexibility to adjust for regional needs. This setup ensures both consistency and adaptability across the organization, empowering each entity to tailor delivery terms as needed.

Ultimately, the inspiration came from the desire to strengthen collaboration, leverage shared values, and enhance the ability to deliver scalable solutions to more customers.

How does this partnership fit into Fellowmind's broader strategy and vision in the Microsoft ecosystem?

The partnership with Companial fits perfectly into Fellowmind's overall strategy and vision within the Microsoft ecosystem. By collaborating with a partner who shares our values, has extensive experience with our ways of working, and can offer expertise, we strengthen our ability to deliver innovative and scalable solutions to more and larger customers. The agreement enables us to be flexible, quickly adapt to customer needs, and always ensure the right resources are in place for each project. This is fully in line with our ambition to be a leading Microsoft partner, driving development forward and creating long-term value for our customers throughout the ecosystem.

From your perspective, what makes this collaboration stand out compared to other partnerships?

Fellowmind has collaborated with Companial for many years. Companial's consultants are familiar with Fellowmind's teams, customers, and ways of working, and they are integrated into project teams in the same way as internal members.

Companial has a clear partner-first strategy that ensures their consultants do not approach customers directly or seek additional work independently. All engagements are initiated and managed through Fellowmind, which clearly differentiates Companial from other partners. This approach ensures that **Fellowmind Sweden always retains the overall responsibility for the customer relationship, delivery, and quality assurance toward the end client**. Companial acts strictly as an extension of Fellowmind's delivery capacity, never as an independent supplier to Fellowmind's customers.

In addition, Companial has demonstrated strong loyalty to Fellowmind by consistently supporting the company in customer engagements and proactively suggesting improvements to both working methods and customer solutions.

The Collaboration Journey

How would you describe the experience of working with Companial so far?

Very well. Really skilled consultants that fit well into our projects. Great leadership at Companial that are easy to talk to.

What have you appreciated most about Companial's approach — whether it's flexibility, expertise, or collaboration style?

Their values are similar to ours. Always personal, work really well together as a team (help each other and us) and have the courage to raise improvements or challenges.

The Strategic Value

In your view, what value does Companial bring to Fellowmind's operations or go-to-market efforts?

They can be seen as an extension to our strategy that can help us take on more customers.

How does this agreement help both organizations deliver more impact to customers?

This agreement enables both organizations to deliver greater impact to customers by providing access to a broader pool of highly skilled consultants, which is especially valuable given the challenges and risks associated with recruiting talent with the right expertise.

By working together under a global agreement, we can respond more flexibly and efficiently to customer needs, scale our delivery capacity, and ensure that we always have the right competencies available for each project. This collaboration not only reduces the risks related to resource shortages but also fosters knowledge sharing and continuous improvement across both organizations.

Ultimately, the partnership allows us to take on more and larger customers, deliver innovative solutions, and create even greater value for our clients by combining our strengths and working as one unified team.

What opportunities do you see ahead as we strengthen our collaboration?

By deepening our partnership, we can take on even larger and more complex projects, leveraging the combined expertise and resources of both Fellowmind and Companial.

Anna Kleine, Regional Director and CEO at Fellowmind Sweden,

> A key strategy for maximizing the value of our partnership is to prioritize Companial as our first choice for additional resources whenever Fellowmind does not have the required expertise available internally. By consistently turning to Companial before seeking other subcontractors, we not only streamline our resource allocation but also reinforce the trust and collaboration between our organizations

This approach ensures that we make the most of Companial's proven skills and deep familiarity with our teams and working methods. It also helps us maintain a unified delivery model, where external consultants are seamlessly integrated into our projects

Achievements & Impact

What early results or benefits have you seen since signing the Global Agreement?

Since the Global Agreement was signed, there has not been a significant change noticed, as Fellowmind already had a strong working relationship and agreements in place with Companial before. The collaboration continues smoothly with no major differences in operations, thanks to the solid foundation and established partnership between the two organizations.

How has the partnership helped Fellowmind accelerate opportunities across solutions like CE, BC, and F&SCM?

It helps us take on more and larger customers though we know that we regardless if we have all resources available at Fellowmind will manage with the help from Companial.

Looking Ahead

What excites you most about the next phase of our partnership?

What truly excites me about the next phase of our partnership is the opportunity to build on the strong foundation we have already established together. Over time, we have developed a close and trusting collaboration where Companial's consultants have become a natural part of our project teams, contributing both expertise and commitment.

Looking ahead, I am eager for us to take even bigger steps together in terms of customer value and experience more projects together throughout all Fellowmind countries.

How do you envision Fellowmind and Companial shaping the future of the Microsoft partner ecosystem together?

Companial's proactive approach and loyalty to Fellowmind have already proven to be a great asset, and I am convinced that together we can continue to drive improvements—both in our ways of working and in the solutions we deliver. Together, we can create even more value for our customers and strengthen our position as leading players in the market.

If you could describe this partnership in one sentence, what would it be?

This partnership is built on trust, shared values, and a seamless collaboration where Companial's consultants have become a natural extension of Fellowmind's project teams, driving customer value and continuous improvement together.

Executive Comment
Rob Idink, CEO, Companial

"At Companial, we are excited about the collaboration with Fellowmind because together we create more than a strategic partnership – we build a shared vision for growth, optimization, and transformation by empowering them on their nearshore activities. Beyond the perfect business fit, our alignment in people, culture, and values makes this partnership truly special. We are here to empower Fellowmind to exceed expectations, unlocking new opportunities and driving sustainable success, together"

Ready to unlock your organization's potential and deliver innovative, scalable solutions to more customers, just like Fellowmind?

Partner with Companial.

For a consultation on how to build a similar high-impact, global partnership, please contact our Enterprise team:
enterprise.partners.unit@companial.com