

Accenture Buys Big Data With Pragis Bidoop

Written by Alice Marshall
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Accenture looks to big data, AI and analytics as it acquires Pragis Bidoop, a Spanish analytics services firm headquartered in Madrid with additional offices in Barcelona and the UK. Financial details of the deal are not available.



The deal brings 200 employees with deep machine learning, artificial intelligence and big data engineering experience, together with a portfolio of end-to-end solutions, to the Accenture Applied Intelligence business. The integration of Pragis Bidoop capabilities, Accenture says, will further enhance how the Applied Intelligence business serves the European market by helping enterprises scale AI, analytics and automation deployments to make data-driven decisions.

Founded in 2004, Pragis Bidoop also brings a client base of Ibex-35 companies in Spain and multinational corporations in Latin American markets. It specialises in service provisioning for corporations in industries ranging from banking and insurance to retail, energy, railway, public sector and pharma. It also offers data solutions in what Accenture calls "Industry X.O", the digital reinvention of industry through big data and AI solutions.

"Accenture Applied Intelligence is experiencing strong demand and we are laser-focused on equipping our teams with the right blend of talent and technical skills to guide clients on their AI journey," Accenture adds. "As we continue to grow the business, the Pragis Bidoop team will play a critical role in the European market and beyond."

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