

Mela selects Knowit as its partner for data-driven decision-making

The Farmers' Social Insurance Institution of Finland Mela has selected Knowit to provide expert services supporting data-driven decision-making and automation. Knowit's tender evaluation price was EUR 1.9 million. The contract runs for four years, with an option for Mela to extend it by one additional year.

The collaboration will begin with a preliminary assessment to further define Mela's needs and objectives for using automation and AI across its operations. Based on this assessment, a roadmap will be developed for implementing the solutions. The collaboration aims to improve Mela's cost efficiency as well as the customer and employee experience.

"We are very pleased with the trust Mela has placed in us and the opportunity to establish a long-term collaboration. What makes this partnership particularly interesting is that we will start with business needs and work together to identify where data, automation and AI can make the greatest impact. Knowit has extensive experience in the pension and insurance sector, as well as the capabilities to turn identified opportunities into practical solutions," says Antti Alsela, Chief Commercial Officer, Knowit Finland.

Mela is the pension institution for agricultural entrepreneurs and grant recipients in Finland. It provides pension and social security services to farmers, reindeer herders, fishers, forest owners, and recipients of scientific and artistic grants. Mela served approximately 153,000 customers, including pension and benefit recipients, and had 200 employees at year-end.

Contacts

Antti Alsela, Chief Commercial Officer, Knowit Finland, +358 40 8288881, antti.alsela@knowit.fi
Christina Johansson, Head of Communications Knowit AB, +46 70 542 1734 or christina.johansson@knowit.se

About Knowit

Knowit is a Nordic consultancy with a vision to create a sustainable and humane society. We help companies, public authorities, and organizations succeed in the digital transformation. With expertise in AI, technology, strategy, and design, we develop solutions that create customer value and strengthen digital resilience.

Founded in 1990, Knowit has around 3,600 employees, mainly in the Nordic region, with operations also in Poland, Germany and Serbia. Knowit AB (publ) is listed on Nasdaq Stockholm Mid Cap. For more information, visit knowit.eu.