

Avensia and Norce enter strategic partnership to accelerate modern B2B commerce

Avensia and SaaS service provider Norce today announce their strategic partnership designed to help companies modernize their digital business faster and more effectively.

Avensia has market-leading expertise in commerce strategy, advisory and implementation as well as a long track record of delivering complex projects and driving measurable results. Norce's composable platform Norce Commerce provides deep functionality, strong data quality and intelligent automation. The platform is built for reliability and scalability, helping ambitious companies with B2B needs turn complexity into competitive advantage.

Together, Avensia and Norce will offer a combination of technical and commercial excellence that meets the growing demand among Nordic B2B companies for modern, efficient and future-proof commerce solutions. The partnership is based on a shared belief: that the market needs a modern, stable, and fast way to transform its digital business without unnecessarily long or complex technology projects.

"Avensia is one of the most established and respected digital consulting companies in the Nordic region, with a unique combination of technological expertise, domain knowledge, and the ability to drive its customers' businesses forward. Norce complements this with a platform that is optimized for the type of advanced B2B logic that the market now demands." – Rikard Andersson Wennertorp, Chief Commercial Officer, Norce.

This partnership marks the start of a powerful combination of cutting-edge technology, business strategy, and high delivery capacity. For Nordic companies, it means a faster path to modern digital commerce, reduced complexity and higher operational reliability and better conditions for using data, AI, and automation.

"The partnership with Norce comes at a time when demand for modern B2B commerce is growing rapidly. Avensia is a commerce specialist, combining advanced technology with strategic advisory to drive long-term growth for our clients. Together with Norce, we further strengthen our already strong B2B offering and become an even clearer choice for ambitious Nordic companies looking to accelerate their digital business." – Michael Fröling, B2B Business Director, Avensia.

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About Us

At Avensia, we are experts in modern commerce. Our talented team provides businesses with tailored strategies and the most relevant technology for e-commerce, omnichannel, customer experience, and information management. With 20+ years of experience and more than 300 modern commerce experts, we've got the power to help B2C and B2B companies across Europe, North America and APAC accelerate growth each day for long-term success. Learn more at avensia.com. Avensia AB is listed on the Nasdaq First North Premier Growth Market under the name AVEN. Redeye AB is the company's Certified Advisor.

Image Attachments

[Untitled Design \(48\)](#)