



TOP 50 Fastest Growing Companies in sector "Data Science", by Florijnz

Overview of the fastest growing SME sized companies in the sector Data Science by Florijnz Corporate finance.

Introduction

We are proud to present this report that provides insight into the 50 fastest growing Dutch SMEs that are active in the field of Data Science consultancy and/or the delivery of Data Science applications.

It is undeniable that the Data Science sector is growing at an insane speed. The 50 fastest growers have managed to achieve an average growth of no less than 57% in balance sheet totals. In addition, these companies have been able to grow by an average of 28% in number of employees.

Top 50 Report

By presenting the Top 50 Growing Data Science companies we want to give you insight into the top players of the Data Science sector.

The report provides you with a clear insight into the rapidly developing players in the Data Science sector and their strategies to distinguish themselves or grow further. In addition, this report shows how Data Science is having an increasing impact on more and more companies. Connecting parties is key for Florijnz. Especially in this sector, where the possibilities are endless, it is of great importance to share knowledge with each other.



In this way we can stimulate current developments and preface we are making our society more and more “Sustainably Data Driven”. In order to identify the fast growers in the Data Science sector, we are publishing this report for the third time.

About Florijnz

Florijnz is specialized in Merger and Acquisition services, business valuations, restructuring and on financing of acquisitions and growth and is responsible for publishing the Top 50 growing companies via the website www.mkbdatasciencetop50.nl

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Florijnz is inspired by connecting people and organisations. Big data only has value when the right connections are made. In this way, people and organizations can make better decisions with all the information that comes to them. Our deeper motivations to share knowledge and thus create value are very similar. This is therefore an important reason for Florijnz to produce this report.

The Top 50 will be announced in collaboration with the JADS and the Municipality of 's Hertogenbosch during the NL Data Week.

Enschede Olie molen
lensingel 7511 BB
Enschede

About Vink Kunststoffen

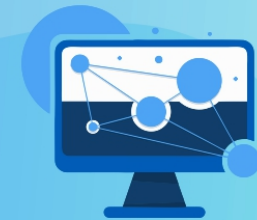
Vink is a trading company active as a distributor of plastic semi-finished products. They focus on market segments such as industry, advertising and construction. Vink's core activities are keeping plastic sheets, films, tubes and rods in stock and supplying them. They have applications for piping systems, Signs & Graphics and building materials. Vink is market leader in the Netherlands and is considered an A-brand partner.

What is the added value of SYMSON?

"SYMSON helps Vink to apply a better pricing structure based on customer behaviour (transaction data). Currently, SYMSON is used to set up a better discount structure based on data from the past years. For example, SYMSON provides insight into price elasticity. From this data, recommendations emerge that can be applied to better design the price level", says Robbert van Dijk. Vink works in steps with regard to the purchase of Data Science services and believes that many steps can still be taken in the future.



All-in-One
Price Management Software



How and when did you find out that Data Science can add something to the business?

Robbert has been working at Vink for 2 years and was previously employed by a technical wholesaler. "At this wholesaler, the implementation of Data Science services was already in an advanced stage." Robbert saw that there were possibilities for Vink to optimise margins by means of an intelligent way of pricing; stepping away from the gut feeling, and instead focusing on the logic that arises from data. In this way, Vink is able to apply a better structure to its pricing.

In what way does SYMSON contribute to the growth of the company?

"Vink is able to apply better and more realistic pricing to products that demand it, thereby increasing margins. This does not result in a price war, but rather that the quality is better reflected in the price. Vink supplies products with a higher value and they can better estimate this value using SYMSON."

How do you see Data Science contributing to the growth of Vink in 5/10 years?

SYMSON as a tool and Data Science in general is new for Vink. Vink is convinced that SYMSON is the beginning of a great development. In general, Data Science will play a very large role in all areas of the digital spectrum. Whether it is about pricing, webshops, marketing, lead generation, etc. Vink has started with pricing because this is a basic element for the organization and certainly does not exclude that more services will follow.



What kind of transition has Vink gone through since adopting SYMSON?

"Last year Vink started using SYMSON and they noticed that the tool requires a different approach within the organization. The tool requires surrender and trust in the technology and this can be difficult for some employees to follow. With certain results, employees think: 'Then the figures are not right'. It is therefore very important to communicate this step well within the organization; why? What are the consequences? How does the tool work? By communicating extensively and openly with all employees and showing them how the tool works, a larger basis of support is created. This offers opportunities for the future. For example, Vink now uses a segmentation that originates from an existing regulation within the organization, but this has nothing to do with the needs of customers and the corresponding transactions. This is exactly what we want to achieve.

Do you think Vink is becoming increasingly dependent on Data-Science? And why?

"Yes, Data Science is an indispensable element in various areas of your organization. For example, it is used for procurement and demand forecasting. By using Data Science, Vink is much better able to steer/lead the organization. There comes a point where you cannot do without and if you as an organization do not go along with this, it is difficult to hold on to your position as market leader."

Do you think the increasing dependence on Data-Science can also have a negative impact on organizations? And why?

By using tools such as SYMSON, it is possible to make more informed decisions and more accurate forecasts. However, it is important not to leave everything to the numbers. Feelings and business knowledge are certainly just as important as Data Science. Therefore, it is important to find the right balance.

"There will be a moment where you cannot work without data science. So if you don't adopt this, it can be hard to hold your position in the market."

The Top-50 Data Science companies

- Ab Ovo
- Business Data Challengers
- Cmotions
- Coney Assurance
- Connecterra
- Crossyn Automotive
- Crunchr
- Data Excellence
- Data Science Lab
- Datavibes
- Digital-Power
- DIKW Intelligence
- ElastIQ-Connect
- E-mergo
- ENPICOM
- Euretos
- Esvident
- EyeOn
- Fizyr
- Gimix
- GoDataDriven
- Growteq
- Hillstar Business Solutions
- Hyarchis
- Infotopics
- ITAM Solutions
- MeMo²
- MI Company
- OBI4WAN
- OLBICO
- Pipple
- Provelu
- PTTRNS.ai
- Qualogy
- Quantib
- Robin Radar Systems
- Samotics
- Shintō Labs
- Sigma Data Consulting
- Sobolt
- Stackstate
- [SYMSON](#)
- Talmundo
- The Data Agency
- The Logic
- Factory
- Underlined Victa
- Xomnia
- Yellow Star Zylab



The Top 50 Dutch SME Data Science Companies

Selection criteria:

To be included in this Top 50 the companies need to meet the following criteria:

- The business should be active collecting, processing or analyzing data.
- The services and products are exclusively offered to other companies: business to business (B2B).
- The number of employees is between 5 and 250 people.
- The organization was founded in 2018 or earlier.
- The owner is of Dutch origin. Additionally, more than half of the activities in the Netherlands.

The ranking is based on three factors:

The average growth of the balance sheet total between 2017 and 2019.

- The average growth of the number of employees between 2018 and 2020.
- The absolute number of employees on Dec 2020.
- Using each of these above factors gives a company a score promised. The sum of these three categories provides the total score.

