

Press release

The SMILE Group, in Belgium, announces the launch in the country of its brand UX-Republic, a UX/UI consulting firm specialized in the user experience, and thus consolidates its digital services offer.

SMILE in Belgium, the local agency of the SMILE group (European leader in open digital) which designs and implements digital projects throughout the Belgian market, announces the deployment of the UX-Republic brand in the territory. UX-Republic is a consulting firm specializing in the design of digital experiences. Its 90 employees rely on cutting-edge UX and design thinking methods.

Founded in 2013, UX-Republic [joined the SMILE group](#) in April 2021. The merger provided for an opening to international markets based on the pooling of common expertise between UX-Republic and the group's agencies.

For Florent Sabourin, Managing Director of SMILE Benelux, the arrival of UX-Republic meets several challenges: value proposition for clients, but also reputation and recruitment. *"Thanks to UX-Republic, we enhance our catalog of offers. UX/UI services perfectly complement our local actions: we will be even better able to offer our customers digital and technological solutions adapted to their needs and strategies. Furthermore, I am convinced that this expansion will mark a turning point for SMILE in Belgium. 2022 will be a great year for welcoming new talent in this field!"* The agency, which is celebrating its 10th anniversary, aims to grow its team by integrating several employees specialized in UX-Design over the coming months.

In the form of specific missions, SMILE in Belgium and UX-Republic are committed to helping their customers develop unique, desirable and ergonomic user experiences. Whether it's redesigning or creating products, improving business processes, simplifying access to interfaces, data visualization or even optimizing maintenance, UX intervenes at many levels to reduce production costs and optimize time to market.

Yann Cadoret, co-founder and CEO of UX-Republic, adds: *"Following co-design workshops with our customers, we identify the user's needs and apply a rigorous methodology based on agile principles, Design Thinking and Lean Design to come up with the MVP (Minimum Viable Product) that is as appropriate as possible. By designing user-centric experiences and relying on solid KPIs, we unleash the business value of design and improve ROI for any type of business and organization: in B2B, B2C or even B2E."*

About UX-Republic

Founded in 2013 by Sébastien Berten and Yann Cadoret, UX-Republic is a digital transformation and innovation firm specializing in creating user-centered experiences for brands. With a team of 90 experts in Design, User-eXperience, Web-Analytics and Front-End Development, UX-Republic achieved a turnover of more than 8 million euros in 2020. With two agencies in Paris and Bordeaux and a desire to expand internationally, UX-Republic advises large companies such as Société Générale, BNP Paribas, AXA, Carrefour, ENGIE and Sodexo, as well as start-ups at the cutting edge of services. Through its four areas of expertise (User experience, Data visualization, Web-analytics, UX-Research), UX-Republic accompanies its customers from the analysis of the problem/opportunity to the prototyping and testing of the functional and creative concepts/specifications.

www.ux-republic.com

About SMILE in Belgium

SMILE in Belgium is the local branch of the SMILE group, European leader in digital and open source. Located in the heart of Brussels, it relies on its local strengths as well as on the group's 1700 enthusiastic employees to design creative and innovative digital and tech solutions. SMILE's approach is based on an understanding of the specificities of each organization's markets, businesses, financial issues and current and future challenges. The open source DNA of the group active in 7 European countries is the guarantee of the company's value proposition. With a constant concern for neutrality with regard to its network of partners, SMILE always proposes the solution that is best suited to the business and organizational objectives of its customers. SMILE in Belgium supports its customers in implementing all their digital, e-commerce, business application, data, connected objects, embedded solutions and infrastructure projects.

www.smile.eu