

# Cloud collaboration platform ramps up UK and Ireland expansion plans

Submitted by: Six Degrees Limited

Monday, 29 June 2015

---

Wrike, the work management and collaboration platform (<http://www.wrike.com>) for high-performance teams, is expanding its operations in the UK and Ireland as demand grows by 20% month-on-month.

The company, which secured GBP9.7m (€13.2m) in Series B funding last month, has opened an office in Dublin from which 50 staff will support and grow Wrike's rapidly expanding enterprise customer base in the UK, as well as in France and Germany.

Wrike already services more than 8,000 companies in 120 countries and is adding close to GBP1m in new annualized recurring revenue every month – with the UK and Ireland the biggest growth areas of all.

The company, which was named as one of Gartner (<http://www.gartner.com>)'s 'Cool Vendors for Social and Collaboration Software', already lists a number of household name brands as clients in the UK and Ireland, including BP, Caffè Nero, The Perfume Shop, advertising giant Group M, as well as the University of Manchester and London School of Economics.

Wrike expects that brand list will explode further as UK and Irish enterprises look to streamline their operations. According to a report by Pierre Audoin Consultants (<https://www.pac-online.com/social-collaboration-europe-uk-leads-way-service-providers-need-address-security-concerns-pre>) the UK has the highest proportion of collaboration projects in Europe.

Andrew Filev, founder and CEO of Wrike, a serial-entrepreneur who founded his first company at 17 and launched Wrike in 2007, said: "The pace of today's digital business can no longer be managed through outdated collaboration methods like spreadsheets and email. Businesses are increasingly hungry for better ways of working and looking for ways to improve their competitive edge, with the UK and Ireland at the forefront of that change."

Wrike has gained strong traction among marketing teams, professional services and technology companies, as it is mapped closely to their collaboration needs. These sectors, says Filev, were the first to use flexible and remote methods of working, and needed a level of flexibility that traditional enterprise IT systems couldn't address.

"With the spread of these new styles of working, Wrike has become the tool of choice for many other sectors as well, in particular because teams can map their specific processes on to the platform, rather than having to fit in with rigid IT structures. We are thrilled to be opening a new office in Dublin to better support our rapidly growing UK and Ireland customer base."

One of the UK businesses already benefiting from Wrike's software is UKSA (<https://www.wrike.com/customers/uksa/>), a charity based in the Isle of Wight which provides sailing and seamanship training for young people. Marketing manager Ciaran Rogers said: "Wrike saves us a third of time in dealing with the incoming tasks in our email inboxes. Now I have an overview of the next three months, and this gives me the feeling of control over our projects. It's a bit like giving me a conductor for my orchestra. We play a much better tune now that we have Wrike."

For further information, please contact:

Andrea Willige or Richard Simpson on 0118 900 0860 or via email [andrea.willige@sixdegreespr.com](mailto:andrea.willige@sixdegreespr.com)

#### About Wrike

Founded in 2007 and headquartered in Mountain View, California, and Dublin, Ireland, Wrike is a SaaS based work platform with over 8,000 organizations using its paid product. It has raised a total of USD26 million from Bain Capital Ventures, Scale Venture Partners, DCM Ventures and TMT. Wrike has been translated into ten languages and is sold in 120 countries. Awarded Cool Vendor status by Gartner in 2014, Wrike was named as one of the Best Places to Work by San Francisco Business Times/Silicon Valley Business Journal and one of the Top 100 Workplaces by the Bay Area News Group in 2015.