

Ornico acquires Fuseware

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Brand and media intelligence company buys SA digital monitoring and analytics market leader

[Brand and media analysis company, Ornico](#), has announced that it has entered into an agreement with social media monitoring and analytics company, Fuseware, for the acquisition of its business for an undisclosed sum.



Oresti Patricios, Ornico CEO

Ornico's Chief Executive Officer, Oresti Patricios, said [the acquisition](#) would now enable the Brand Intelligence™ company to offer a full suite of content monitoring and analytics tools across all platforms.

"The acquisition of Fuseware completes the last kilometre of our business, and means that Ornico now offers editorial, brand, advertising, media and digital content tracking and analysis services across all platforms," says Patricios.

"What's crucial is that we can now offer private and public sector entities a 360-degree view of their brand, using a methodology that is both integrated and consistent," Patricios adds.

"Fuseware's technology will help power Ornico's growth in Africa and will help pave the way for Ornico to offer comprehensive cross-channel media monitoring, while spearheading the establishment of measurement standards across the continent," Patricios says.

Established in 2010 by Michal Wronski, Fuseware obtained seed funding in 2011 and has grown to become a market leader in the field of digital monitoring and analytics. Fuseware's clients include Media24, Standard Bank, Vodacom, the embassy of the United States of America in South Africa, Hollard Insurance, Mxit, MultiChoice, the Gordon Institute of Business Science and more.

"Fuseware is a powerful digital media monitoring and reputational tool that tracks online media mentions, sentiment and share of voice and enables organisations to track their own or competitor brands. We can also track consumer and market sentiment," says Wronski.

"The Fuseware engine is proprietary software that was developed entirely in-house and which is navigated through an easy-to-use self-service dashboard that is accessed in the cloud," Wronski adds.

"The technology that underpins Fuseware gives this service a significant edge in that the digital analytics tool can report across entire markets and industries. It can also correlate insights across datasets and create custom solutions with ease," says Wronski.



Michal Wronski, MD of Fuseware

In terms of the acquisition, Wronski will be part of the team that helps to grow Fuseware's service offering at Ornico, and into Africa. Ornico currently operates from offices in Johannesburg and Cape Town, as well as in Nigeria, Kenya and Ghana, and has many other partnerships across the continent.

"The acquisition has made Ornico a one-stop-shop for broadcast, print, digital and mobile monitoring and analysis," says Patricios who adds that the new acquisition perfectly complements Ornico's existing stable of editorial, reputation, brand, media and advertising monitoring and analysis products and services.

Established in 1984 as a company that monitored television advertising, Ornico has grown organically and expanded beyond South Africa in 2008 by opening its Nigeria office, followed in 2014 by offices in Kenya and Ghana. A founding member of the South African Media Monitoring and Measurement Organisation, Ornico became a full member of the International Association of the measurement and evaluation of communication (AMEC), and was the first African company to achieve this status.

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