

# About Macaw

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Our reason of existence is....

For over 30 years, Macaw has led the way in technology and innovation.  
**We guide people and their organizations in the Era of AI.**

What value do we add for our customers?

We steer our customers through the complexities in today's digital landscape, enabling them to **transform, future-proof** their organizations, and secure a distinctive **competitive advantage**.

**Sustainability and ethics** are at the core of making a difference for our customers.

How do we do that?

**Our key to success?** Creating business value through a unique combination of design, data, innovative technology, and creativity.

As a proud Microsoft partner, we leverage their ecosystem to deliver cutting-edge solutions.

Who are our customers?

From global brands to growth-driven local businesses, we provide guidance across diverse markets.

What makes us unique?

What sets us apart is a combination of:

- Our extensive experience in both **consulting** and **technical expertise**.
- With more than 400 experts in the Netherlands, Germany and Lithuania, we challenge **conventional thinking** and innovate based on **customer demand**.
- We provide **end-to-end** support, from design to adoption.
- Our proven track record guarantees solutions that excel in **delivery and quality**.
- We aim to build **strategic, long-term partnerships** and serve as our customer's trusted advisor for all digital challenges.

How does Macaw value people and culture?

Macaw is a community for talent. We meet challenges head-on, team up for success and guide our actions responsibly.

Our tribe nurtures growth and development, celebrates diversity and every voice is heard. Our culture is founded in ethical practices and inclusive leadership

Macaw, your guide in the Era of AI.