

GBTEC Proudly Announces Salesforce's Definitive Agreement to Acquire Apromore

GBTEC, Apromore's first strategic investor, celebrates Salesforce's agreement to acquire Apromore – a major milestone in advancing AI-driven process intelligence for enterprises worldwide.

Bochum, Germany, October 13, 2025 – GBTEC, a leading SaaS provider in AI-powered business transformation, welcomes Salesforce's agreement to acquire Apromore, a global innovator in process intelligence and simulation technology. The transaction highlights a long-standing partnership that has driven Apromore's growth from an academic spin-off into a recognized global enterprise.

Founded in Melbourne, Australia, Apromore has emerged as a recognized leader in process intelligence and simulation, serving customers across financial services, manufacturing, and the public sector. Its platform stands out for its intuitive user experience, powerful analytics, and deep AI integration, trusted by major organizations including ANZ, Origin, and NextEra Energy. Through its combination of Agentic AI, process and task mining, Apromore enables companies to turn process data into actionable insights for tangible operational improvement.

Accelerating innovation through strategic partnerships

The acquisition will accelerate the integration of Apromore's process intelligence capabilities into the Salesforce platform, delivering deeper insights in agentic process automation to enterprises worldwide. As an early investor, GBTEC recognized Apromore's potential and, together with Main Capital Partners, supported the company's evolution in the early growth stage.

"The sale to Salesforce is a milestone for both Apromore and GBTEC," said Gregor Greinke, CEO of GBTEC. "We are proud to have helped guide Apromore's journey from a university spin-off to a globally recognized enterprise technology leader. The combination of its process intelligence tool and our BIC Platform offers great value for our customers, and we will continue to collaborate closely as process intelligence remains a key pillar of holistic business transformation."

Apromore joins Salesforce to drive the future of process intelligence

Main Capital Partners and GBTEC's support laid the foundation for Apromore's

Your contact

Svenja Melzer

+49 234 97645-113

svenja.melzer@gbtec.com

GBTEC Software AG

Gesundheitscampus-Süd 23
44801 Bochum, Germany

GBTEC NA Inc.

225 Dyer St., 2nd Floor
Providence, RI 02903, US

Mail: info@gbtec.com

Web: www.gbtec.com

Follow us:



success. Their strategic guidance and investment enabled Apromore to expand internationally, strengthen its AI capabilities, and attract world-class customers. "Joining Salesforce marks an exciting new chapter for us," said Marcello La Rosa, CEO and Co-Founder of Apromore. "This partnership will accelerate our mission to empower organizations with advanced process intelligence and automation. We are grateful to GBTEC and Main Capital Partners for their trust and long-term support, and we look forward to the opportunities ahead as part of Salesforce."

About GBTEC Group

GBTEC is a leading provider of SaaS software in the fields of Business Process Management (BPM), Enterprise Architecture Management (EAM), Digital Process Automation (DPA), and Governance, Risk, and Compliance (GRC). The extensive product portfolio of GBTEC includes Business Process Design & Modeling, Process Execution, Process Mining, as well as Governance, Risk, and Compliance (GRC). The company is known for its modern and user-friendly products, which are based on no-code and low-code technologies and a state-of-the-art product platform. Customers also benefit from competent customer support and comprehensive training offerings. The products of GBTEC are used by companies of all sizes, from SMEs to Fortune 500 companies, as well as by public institutions. The company is headquartered in Bochum and employs around 300 employees at locations in the DACH region, Spain, Australia, the UK, the USA, and Saudi Arabia. For more information, see <https://www.gbtec.com/>.

About Apromore

Apromore is a leading provider of AI-powered process intelligence solutions, enabling organizations to optimize their operations and drive agentic AI adoption. The company's platform blends process mining, task mining, simulation, and predictive monitoring to provide actionable insights that drive real transformation. Recognized as a 3X Leader in the Gartner® Magic Quadrant™ for Process Mining Platforms and 2X Leader in Everest Group's PEAK Matrix® for Process Mining Products, Apromore is trusted by global enterprises across finance, healthcare, energy, and more for its intuitive, no-code user experience and fast time-to-value. For more information, see <https://apromore.com>.

GBTEC Software AG

Gesundheitscampus-Süd 23
44801 Bochum, Germany

GBTEC NA Inc.

225 Dyer St., 2nd Floor
Providence, RI 02903, US

Mail: info@gbtec.com
Web: www.gbtec.com

Follow us:

