



“As AUSY, Randstad Digital is already well-positioned as a boutique provider in the cloud business. With the founding of Randstad Digital, global delivery capabilities, a focused portfolio and more stringent management were added.”

Ulrich Meister

Randstad Digital

Overview

Randstad Digital (Ausy), headquartered in Diemen, the Netherlands, has more than 25,000 employees in 20 countries. In FY22 it generated €2.8 billion in revenue, of which cloud services accounted for approximately 20 percent. Randstad acquired the German provider Ausy in 2016 and renamed it Randstad Digital in August 2023. The company has four offices in Germany, and its portfolio includes cloud strategy, digital engineering, DevOps, automation, data management and analytics.

Strengths

Structured entry-level offerings for cloud transformation: Randstad Digital offers a package that builds on each other to get you started with cloud transformation. The Cloud Adoption Framework contains a complete range of methods, best-practice strategies and tools.

Focus on business impact: Randstad Digital has mastered the art of technology-driven cloud migration and modernization, as well as the generation of business benefits such as process optimization through microservices or end-to-end automation options with chatbots. The focus is on cloud-native consulting to offer companies added value.

Cloud-native focus: Randstad Digital has focused on developing its containerization and microservices capabilities in recent years, helping customers modernize their applications with cloud-native tools and platforms and manage their DevOps pipelines with container management tools. Docker, Jenkins, Chef and Puppet are used to rapidly develop and deploy cloud-native applications.

Caution

Over the next few years, Randstad Digital will have to focus more on expanding its partner network to serve all facets of its outstanding portfolio.

The transformation into a global brand is incomplete and requires strong leadership and consistent change management.