

## Lakeba and Microsoft sign strategic partnership to support growth of high-tech businesses

*New deal to expand DoxAI digital services marketplace for finance industry*

Global venture catalyst firm Lakeba has today announced a strategic partnership with Microsoft that aims to boost the scalability and security of Lakeba's technology-led businesses. The deal also aims to accelerate the growth of Lakeba's DoxAI digital services marketplace for the financial services industry.

Since 2013, Sydney-based Lakeba has built businesses that have developed digital solutions in financial services, real estate, retail, fast-moving consumer goods and other sectors. These solutions have featured software-as-a-service, backend-as-a-service, cybersecurity, data and artificial intelligence capabilities.

Lakeba has been a Microsoft Gold partner since 2018. This new agreement will unlock more ways for the firm to leverage Microsoft's robust, resilient and secure Azure cloud infrastructure. This will enable Lakeba to boost the scalability and security capabilities of its digital businesses – many of which facilitate the exchange of sensitive information.

The venture catalyst firm will also use Azure to facilitate the expansion of DoxAI. The global marketplace is designed to help financial services organisations and small to medium-sized businesses find disruptive technologies that will help them increase efficiency, accelerate digital transformation and scale their operations.

Through its new partnership with Microsoft, Lakeba will be able to provide more comprehensive and customisable solutions through DoxAI for customers wanting to create tailored, end-to-end workflows.

Giuseppe Porcelli, CEO and founder of Lakeba, said: "The vision of this unique partnership is to support the growth of high-tech business. It will strengthen our ability to build sophisticated digital services and products for financial services through DoxAI. It will also provide a safe and secure environment for DoxAI to drive more lucrative venture building in the future."

Porcelli said Lakeba and Microsoft have hit the ground running on their new partnership, with the venture catalyst firm's IT engineers already receiving training on Azure's capabilities through Microsoft's Enterprise Skills Initiative.

"This engineering capability has meant Lakeba has already been able to provide a more advanced service to clients, including ANZ and Macquarie Bank. ANZ had initially been using our product for its commercial arm and will be soon using it as an enterprise asset."

Vanessa Sorenson, Chief Partner Officer of the Partner Solutions Group at Microsoft Australia and New Zealand, said: "We are very excited to be strengthening our

relationship with Lakeba so it can continue to develop products that deliver great experiences and real value to users.

“This new partnership highlights the power of collaboration in helping grow digitally-led businesses of the future.”

### **Client Quotes**

“We have been impressed with DoxAI’s (a Lakeba Group company) market knowledge and expertise in our business and products to help co-design an *Artificial Intelligence digital solution* to improve our manual processes for document verification. The AI solution will help our business maintain compliance and provide scalability and efficiency for our processes.”

*Richard McCarthy – Group Executive, Perpetual Corporate Trust, Perpetual*

“Working together with DoxAI (a Lakeba Group company) as a dynamic business partner, we’re continually impressed by their high level of delivery and agility in adapting to continually changing market conditions – which helps us deliver innovative digital solutions for our customers.”

*Guy Mendelson – Managing Director, Business Owners Portfolio, ANZ Bank*

### **About Lakeba**

Lakeba is a global venture catalyst firm that conceives, creates and commercialises digital technologies into successful businesses across various sectors. Since launching in Australia in 2013, Lakeba’s portfolio of businesses has scaled across the globe. The company is a Microsoft Gold partner and was recognised by *The Financial Times* as an Asia Pacific High Growth Company in 2020 and 2021.

### **About Microsoft**

Microsoft (Nasdaq: MSFT; @microsoft) enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organisation on the planet to achieve more. Article is also posted here: <https://news.microsoft.com/en-au/features/lakeba-and-microsoft-sign-strategic-partnership-to-support-growth-of-high-tech-businesses/>

### **For media enquiries, please contact:**

Rudolf Wagenaar, Commercial Communications Lead, Microsoft Australia

Email: [ruwage@microsoft.com](mailto:ruwage@microsoft.com)

Mobile: 0439 082 550