

Soho House & Co Software Purchases and Digital Transformation Initiatives

Discover the latest software purchases and digital transformation initiatives being undertaken by Soho House & Co and its business and technology executives. Each quarter our research team identifies on-prem and cloud applications that are being used by the 5000 Soho House & Co employees from the public (Press Releases, Customer References, Testimonials, Case Studies and Success Stories) and proprietary sources.

During our research, we have identified that Soho House & Co has purchased the following applications: [SAP Concur Expense](#) for Expense Management in 2015, [Salesforce Sales Cloud](#) for Sales Automation,CRM,Sales Engagement in 2014, [Sage 200](#) for ERP Financial in 2014 and the related IT decision-makers and key stakeholders.

Our database provides customer insight and contextual information on which enterprise applications and software systems Soho House & Co is running and its propensity to invest more and deepen its relationship with [SAP](#) , [Salesforce](#) , [Sage](#) or identify new suppliers as part of their overall Digital and IT transformation projects to stay competitive, fend off threats from disruptive forces, or comply with internal mandates to improve overall enterprise efficiency.

We have been analyzing Soho House & Co revenues, which have grown to \$1.00 billion in 2021, plus its IT budget and roadmap, cloud software purchases, aggregating massive amounts of data points that form the basis of our forecast assumptions for Soho House & Co intention to invest in emerging technologies such as AI, Machine Learning, IoT, Blockchain, Autonomous Database or in cloud-based ERP, HCM, CRM, EPM, Procurement or Treasury applications.

180 The Strand
London, WC2R 1EA , x
United Kingdom
44 20 3985-0000
<https://www.sohohouse.com/>

Industry	Employees	Revenue
Leisure and Hospitality	5000	\$1.00B

Enterprise Software and Cloud Applications being used by Soho House & Co

Vendor	Old Product	New Product	Category	Market	Users	VAR/SI	When	Live
Microsoft	Legacy Applications	Microsoft 365	Collaboration	Collaboration	n/a	n/a	2018	2018
Exclaimer	Legacy Applications	Exclaimer Cloud Signatures for Office 365	Online Meeting Scheduling	Collaboration	n/a	n/a	2019	2019
SmartSheet	Legacy Applications	SmartSheet	Collaboration	Collaboration	n/a	n/a	2020	2020
Zoom Video Communications	Legacy Applications	Zoom	Audio Video and Web Conferencing	Collaboration	n/a	n/a	2020	2020
Campaign Monitor	Legacy Applications	Campaign Monitor Email Marketing	Marketing Automation	CRM	n/a	n/a	2012	2012
Salesforce	Legacy Applications	Salesforce Sales Cloud	Sales Automation, CRM, Sales Engagement	CRM	n/a	n/a	2014	2014

Vendor	Old Product	New Product	Category	Market	Users	VAR/SI	When	Live
Salesforce	Legacy Applications	Salesforce Marketing Cloud	Marketing Automation	CRM	n/a	n/a	2017	2017
Wufoo	Legacy Applications	Wufoo Forms	Customer Experience	CRM	n/a	n/a	2020	2020
HubSpot	Legacy Applications	Hubspot CRM	CRM	CRM	n/a	n/a	2020	2020
Sage	Legacy Applications	Sage 200	ERP Financial	ERP Financial Management	n/a	n/a	2014	2014
SAP	Legacy Applications	SAP Concur Expense	Expense Management	ERP Financial Management	n/a	n/a	2015	2015
SABRE	Legacy Applications	SABRE Synxis Guest Connect	Reservation and Booking Management	ERP Services and Operations	n/a	n/a	2019	2019
Microsoft	Legacy Applications	Microsoft Azure Cloud Services	Application Hosting and Computing Services	IaaS	n/a	n/a	2018	2018
Amazon Web Services (AWS)	Legacy Applications	Amazon CloudFront	Content Delivery Network	IaaS	n/a	n/a	2019	2019
Mimecast	Legacy Applications	Mimecast Email Security	Secure Email Gateways (SEGs)	IaaS	n/a	n/a	2019	2019
Amazon Web Services (AWS)	Legacy Applications	Amazon EC2	Application Hosting and Computing Services	IaaS	n/a	n/a	2020	2020
Cloudflare	Legacy Applications	Cloudflare CDN	Content Delivery Network	IaaS	n/a	n/a	2021	2021
Okta	Legacy Applications	Okta Identity Cloud	Access and Identity Management (AIG)	IaaS	n/a	n/a	2021	2021
Proofpoint	Legacy Applications	Proofpoint Email Security and Protection	Secure Email Gateways (SEGs)	IaaS	n/a	n/a	2021	2021
Atlassian	Legacy Applications	Atlassian Jira Service Desk	IT Service Management	ITSM	n/a	n/a	2020	2020
RayGun	Legacy Applications	RayGun Application Performance Monitoring	Application Performance Management	ITSM	n/a	n/a	2020	2020
Intuit	Legacy Applications	Intuit Mailchimp Mandrill	Transactional Email	PaaS	n/a	n/a	2013	2013
Amazon Web Services (AWS)	Legacy Applications	Amazon SES	Transactional Email	PaaS	n/a	n/a	2018	2018

IT Decision Makers and Key Stakeholders at Soho House & Co

First Name	Last Name	Title	Email	Phone
Claire	Hever	People & Recruitment Manager	Claire.Hever@sohohouse.com	44 20 7851 2300
Keith	Edwards	Chief People & Development Officer	keith@sohohouse.com	44 20 7851 2300
Ruby	Knights	HR Officer	Ruby.Knights@sohohouse.com	44 20 7851 2300