Granite buys Galway firm Apps Made Easy

App revenues at digital agency [Granite Digital](#) are set to triple to €750,000 in the next year after it emerged the company acquired Galway app firm [Apps Made Easy](#).

The deal is part of a bold growth strategy for the Deloitte Fast 50 Company who are set to reach €5m in overall revenue in 2019 and to hit €10m by 2022.

The company is seeing the digital transformation of the financial services sectors a key area of growth with current clients in the space including Davy and Fexco.

"Apps Made Easy is an exciting new addition to the range of services that Granite Digital provides," said Robert Carpenter, co-founder of Granite Digital.

"This acquisition will transform our service offering, enabling us to establish ourselves as a one-stop-shop for every aspect of our clients' digital presence – whether that's Digital Strategy, UX Design, Applications Development, SEO or App development.

"Having worked alongside the Apps Made Easy team on a number of projects in the past few years, we have seen first-hand their technical experience and premium service quality. We have ambitious growth plans and the acquisition of Apps Made Easy is part of the continuing expansion of our services."

Chipping away

Established in 2008, Granite Digital is a consulting group of more than 60 professionals providing Strategy, UX Design, Web solutions, SEO & managed hosting services to clients across a wide range of industries in the private and public sector. To meet growing market demand for the development of customer-focused mobile apps, the company has collaborated with award-winning Apps Made Easy on a number of projects for high profile clients including Fexco, Dublin City Council, UCC and Bon Secours Health System.

Granite Digital is on an ambitious growth path, with overall revenues expected to hit €5 million in 2019 and to reach €10 million by 2022. The end-to-end provider for clients wishing to transform their digital presence cites the digital transformation of the financial services sector as a key driver of this. Current clients in this sector include Davy, Fexco, Aon and The Central Bank.

"As one of Ireland's most established brands in web development, Granite Digital is an ideal partner for Apps Made Easy," said Niall Campbell, director of Apps Made Easy.

"Our complementary expertise means we can offer unique and unparalleled software solutions to clients. We are excited to see how Granite Digital and Apps Made Easy can continue to grow together in the future."

Main image: Pictured announcing Granite Digital's acquisition of Apps Made Easy are (l-r) Robert Carpenter, Co-Founder of Granite Digital; and Niall Campbell, Director of Apps Made Easy

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