

BACKER MCKENZIE ON SERVICENOW'S ACQUISITION OF G2K GROUP

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[Baker McKenzie](#) served as legal counsel to digital workflow company, ServiceNow in its acquisition of artificial intelligence (AI) powered platform G2K Group.

G2K's technology allows organizations to connect real-time data across storefronts and other physical spaces for a complete view of operational data. ServiceNow plans to add G2K's smart IoT technology to the Now Platform, enabling businesses to intelligently action digital and in-store data with enterprise-grade workflows.

Through this acquisition and working in partnership with top retail customers, ServiceNow plans to develop an AI-powered end-to-end workflow solution with G2K's technology for the retail industry, with the flexibility to apply to other industries like transportation, healthcare, entertainment and manufacturing in the future.

Founded in 2013, G2K employs 200+ employees across Berlin, Cairo, Dubai, Mexico, and is headquartered in Munich, Germany.

The Baker McKenzie team was led by **Leif King** and **Derek Liu** in the United States and **Tino Marz** in Germany, included over 40 legal professionals across the United States, Germany and Egypt, including Cairo based partners **Ghada El Ehwany** (head of corporate and commercial practice group, pictured right) and **Hani Nassef** (head of mergers and acquisitions practice group, pictured left).

Tidal Partners acted as exclusive financial advisor to ServiceNow on the transaction.