JOINX

PRESS RELEASE

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JoinX launches to help businesses grow their intelligence through AI

Join Business Group, backed by Oakley Capital, launches a new company specialising in artificial intelligence, data and business process transformation

At the heart of its offering are two distinctive elements: "Compounding Intelligence", which turns every project into a growing asset of data, skills and capabilities, and domain-specific vertical AI, combining advanced technologies with industry expertise. JoinX is also launching "AI Side by Side": a series of working sessions with the leadership teams of ten selected companies, funded by JoinX.

Milan, 19 November 2026. According to the Artificial Intelligence Observatory of the Politecnico di Milano, the Italian AI market reached €1.8 billion in 2025, up 50% on the previous year. According to Istat, the share of companies with at least 10 employees using AI technologies doubled over the same period, from 8.2% in 2024 to 16.4%. Among large companies, the figure rises to 53.1%, but 83.6% of businesses still do not use any AI technology. Growing adoption, however, does not resolve the challenge of building applications that deliver tangible value and can be scaled: Gartner predicts that more than 40% of agentic AI projects will be cancelled by the end of 2027, amid rising costs, inadequate risk controls and unclear business value. This points to rapid growth in the use of these technologies, although most businesses have yet to put them to effective use.

This is the context in which **JoinX** is launching. The new company, part of **Join Business Group**, which is backed by international investment firm Oakley Capital, is built around two distinctive elements: Compounding Intelligence, a model in which every AI project adds to a company's knowledge and operational capabilities over time; and domain-specific vertical AI, which combines advanced technologies with the in-depth understanding of business processes developed across the Group. This enables JoinX to rethink processes through an AI lens and develop solutions suited to the needs of different industries. Its approach aims to move beyond fragmented AI projects, which often remain limited to individual experiments.

Each application is designed to deliver more than an immediate result: it also generates structured data, knowledge and skills that can be reused in future projects. This cumulative process strengthens a company's intelligence over time, rather than letting it dissipate across disconnected initiatives.

"We are entering an era in which every company will be able to access extraordinarily powerful AI. But that does not mean they will all become equally intelligent," says **Claudio Bedino**, a member of JoinX's founding team and its Chief Strategy & Growth Officer. "Buying more technology is not enough: the difference will be made by those who manage to rethink how they work. A company's data, decisions, rules and people's experience are assets that no model can replicate from the outside. Our ambition is to turn these assets into operational capabilities that grow and improve over time."

01 Domain-specific vertical AI and the Company Brain: technology and industry expertise

JoinX's approach starts with an in-depth understanding of business processes, organisations and existing technology systems, including legacy systems that can be complex to integrate. This expertise has been built across a range of industries by Join Business Group, particularly in banking, insurance and payments, as well as telecommunications, energy and utilities, manufacturing, consumer goods and private equity.

The goal is to develop AI that adapts to the specific needs of each business, integrates with existing infrastructure and makes the most of each organisation's data and knowledge. To support companies throughout their transformation, JoinX works with lean teams that bring together business expertise, data engineering and AI—and already use AI in their own work—as well as forward-deployed engineers who work closely with client teams on their business processes and systems.

The work begins by analysing business needs and structuring data, which is often spread across different platforms and applications. It then moves on to developing solutions and transforming processes with AI integrated into them and adopted by employees. The work is complete when the process has been transformed and AI is genuinely in use—not simply when a proof of concept works.

JoinX is independent of individual models and technology providers (model-agnostic), and aims to ensure that businesses retain control over their data, knowledge and ability to govern their solutions. Particular attention is paid to security, information protection and regulatory requirements, including those set out in the European AI Act. This is also where the principle of sovereign AI comes in: the ability of organisations to retain control over their information assets and technology choices. The longer-term vision is to progressively build a Company Brain: an organised body of business knowledge, accessible to people and AI systems, that preserves and builds on what the company learns as technologies evolve.

02 AI Side by Side: working alongside business leaders

To mark its launch, JoinX is also introducing AI Side by Side, an initiative funded by the company and designed for business leaders. Ten selected companies will be able to host a senior JoinX professional for several days of work, supporting their C-suite and executive teams as they analyse processes and identify practical opportunities for AI.

The initiative is not about technology demonstrations or sales presentations; it is a hands-on discussion focused on each company's needs. At the end of the engagement, each company will receive an initial roadmap identifying two or three potential AI applications, the conditions required to implement them and any areas where investment may not yet be advisable. The initiative is open to ten companies, which can apply via **www.joinx.it**, with no commercial commitment.

03 A new company backed by an established group

JoinX builds on the evolution of Start&Go Innovative Solutions, a technology company within Join Business Group. It brings together expertise in strategic consulting, software engineering, artificial intelligence and data management. The new company is backed by a Group that has delivered more than 500 projects over 13 years, now employs around 200 people and has six offices in Italy: Milan, Rome, Siena, Bologna, Parma and Verona. This enables JoinX to combine specialist technology expertise with an established understanding of business processes and organisational needs.

“With JoinX, we want to accelerate the Group’s growth and sharpen our focus on Data & AI transformation, a key area for all the sectors in which we operate over the coming years,” says **Giovanni Brandani**, a member of Join Business’s founding team and its CEO. “Companies are not just looking for new technologies. They need partners who understand their business, support them through change and turn innovation into tangible results. JoinX has been created to bring together our experience in business processes and organisational transformation with specialist technology expertise and a model focused on creating value over time.”

The launch is part of Join Business Group’s growth strategy. Founded in 2013, the Group has been backed by Oakley Capital since 2025 and is strengthening its presence in high-value services, particularly in data, AI and technology.

ABOUT

JoinX

JoinX is the Join Business Group company specialising in Data & AI Transformation. It brings together strategy, data, engineering and governance expertise to help organisations move from identifying opportunities to implementing AI solutions in their business processes. Its Compounding Intelligence model aims to turn every project into reusable knowledge and operational capabilities that grow stronger over time.

Join Business

Founded in 2013 by Giovanni Brandani and Leonardo Fenizi, Join Business is an Italian management and technology consulting company specialising in financial services. The Group supports businesses through strategic, organisational and technological transformation, including through specialist companies. Oakley Capital has held a stake in the Group since 2025.

PRESS CONTACTS

PRESS OFFICE

Blum. Business as a medium
Enrico Albertini
enrico.albertini@blum.vision
347 4704995

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Claudio Bedino
claudio.bedino@joinx.it