

The logo for Bold Group, featuring the word "BOLD" in a large, bold, sans-serif font above the word "GROUP" in a smaller, bold, sans-serif font. The letter "O" in "BOLD" is stylized with a white circle inside it.

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## **Bold Group Partners with O2 Intelligent Automation Solutions to Offer OxyGen BPM for Intelligent Automation**

February 14, 2025

Bold Group is pleased to announce its partnership with O2 Intelligent Automation Solutions to offer [OxyGen](#), a Business Process Management (BPM) solution designed to drive intelligent automation and unify systems, through an integration with its business management software, SedonaOffice®.

OxyGen delivers an intelligent automation platform that leverages Business Process Automation (BPA) technology to streamline and automate repetitive, manual tasks and workflows within an organization. By seamlessly sharing information between systems, it reduces the need for manual data entry and improves visibility while maintaining data integrity and accuracy. It also enhances customer communication through timely internal and external notifications via email and SMS.

“By partnering with innovative technology providers such as O2, we can offer customers even more tools to drive their businesses forward,” said Justin DeBaggis, Bold Group’s Head of Sales and Growth. “OxyGen gives our SedonaOffice users access to a BPM solution that helps streamline operations and enables intelligent decision-making.

OxyGen was built with adaptability and scale in mind. It features a modular architecture, allowing businesses to customize workflows that fit their specific needs. The platform’s intuitive interface it easy for users to configure workflows, whether setting up simple notifications or designing complex integrations.

By connecting legacy and modern systems through APIs, webhooks, and database integrations, OxyGen ensures real-time data synchronization across platforms. Advanced logic controls provide users with the ability to create conditional workflows, automate decision-making, and trigger actions based on business rules. For technical users, OxyGen offers powerful customization tools to build sophisticated automation solutions tailored to their specific needs.

“We are thrilled about this new partnership with Bold Group, helping SedonaOffice customers gain deeper insights into critical information and enabling them to make better, data-driven decisions,” said Tricia Cate, Global Director, Partnerships & Channels at O2 Intelligent Automation Solutions. “Our sole focus at O2 is helping businesses embrace automation. We firmly believe it is essential for growth, customer satisfaction, and operational efficiency.”

OxyGen was designed by OPT Business Services, a long-time Bold Group partner with decades of experience working with Bold Group solutions. Having supported, automated, and optimized these platforms for many years, OPT deeply understands the operational needs of Bold Group customers. This expertise led to the creation of OxyGen —a flexible and scalable automation platform designed to enhance efficiency, unify systems, and provide intelligent workflow solutions tailored to each business.

To learn more about the integration of SedonaOffice with OxyGen, please contact [boldsales@boldgroup.com](mailto:boldsales@boldgroup.com).