

Atlantic Acquires Interloop to Deepen Data & AI Capabilities

NY-based firm expands its Microsoft expertise and strengthens its ability to deliver data-driven outcomes for SMB and Mid-market organizations.

New York, NY – June 10, 2025 – [Atlantic, Tomorrow's Office](#), an award-winning provider of managed services and digital transformation solutions, has announced the acquisition of Interloop, a leading Microsoft partner with deep expertise in data analytics, automation, and artificial intelligence (AI).

[Interloop](#) will operate as a distinct entity within Atlantic, focused on helping customers turn data into a competitive advantage. This move is part of Atlantic's broader strategy to meet growing customer demand for data-driven decision-making and scalable AI adoption across business operations.

"At Atlantic, we believe data is the future and the foundation of everything we do," said Jason Weiss, Executive Vice President at Atlantic. "We've long enabled our clients' data through managed IT and infrastructure, protected it through managed security, and facilitated its organization and transmission through document management, UCaaS, and print. With Interloop, we now materially expand our ability to help clients leverage their data in powerful new ways – turning it into a true competitive advantage."

Founded in 2015, Interloop has helped organizations unify and analyze siloed data to gain critical insights and drive operational efficiency. Their real-world experience with Microsoft Fabric positions them as a leader in delivering agile analytics and intelligent automation capabilities, which are increasingly essential for mid-market organizations navigating complex digital transformation journeys.

"Joining Atlantic marks an exciting new chapter for Interloop," said Jordan Berry, CEO of Interloop, who will step into the role of General Manager under the new structure. "This move allows us to scale our impact, reach more organizations, and stay laser-focused on our mission: helping businesses achieve more with their data. With Atlantic's backing, we can deliver a more complete, end-to-end experience that combines our data modernization expertise with the infrastructure, security, and support growing companies need."

Expanding Atlantic's Data-Driven Services Portfolio

With this acquisition, Atlantic expands its ability to serve as a full-spectrum business technology partner, focused on infrastructure and insight. The combination of Atlantic's managed IT, cybersecurity, cloud, and digital transformation services with Interloop's advanced data engineering and analytics expertise enables clients to:

- Build a scalable data foundation for automation and AI
- Unlock faster, more flexible analytics with Microsoft Fabric
- Improve operational visibility and informed decision-making
- Evolve from legacy systems to modern, integrated platforms

A Vision for Intelligent, Scalable Growth

The Interloop acquisition follows [Atlantic's February acquisition of BrainSell](#), a growth enablement and business software consultancy.

“Together, these strategic acquisitions mark an exciting chapter in Atlantic’s evolution,” said Weiss. “They enhance our ability to pair industry-leading managed services with growth and operational maturity enablement strategies – empowering clients through smarter technology, better tools, and data-driven decision-making.”

About Atlantic

Atlantic is a leading integrated technology partner providing managed IT, managed print, cybersecurity, cloud, digital transformation, and communications services to organizations across a wide range of industries. With a focus on delivering measurable outcomes through secure and scalable technology, Atlantic empowers clients to grow and innovate with confidence. Learn more at [here](#).

About Interloop

Interloop helps organizations connect, analyze, and act on their data to drive strategic growth. As a trusted Microsoft Fabric partner, Interloop specializes in data integration, analytics, automation, and AI enablement, empowering businesses to make faster, more confident decisions. [Visit our website](#) to learn more.

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