ADNOVUM

AdNovum announces partnership with Squirro

Zurich, August 17, 2017 – AdNovum announces that it has established a partnership with analytics specialist Squirro. Through this partnership, the company reinforces its expertise in data analysis consulting services and will boost its range of solutions with the strategic integration of Squirro's technology.

The Swiss software company AdNovum has established a partnership with cognitive insights specialist Squirro to cater for the growing need of targeted use of data. Squirro solutions are based on a platform of data engines and algorithms, allowing companies to automate the analysis of unstructured data from internal and external sources. Cognitive techniques are used to generate valuable insights and provide them directly where they are needed. As a result, up-to-date information about markets and customers can be integrated directly into a CRM or selected information can automatically be integrated to support the analysis of service tickets in service management systems.

AdNovum will offer consulting, integration and customization services for Squirro solutions in Switzerland and abroad. In the coming months, AdNovum will also integrate Squirro's technology into its own solutions.

AdNovum's CEO Chris Tanner: « We are delighted to win Squirro as a new technology partner. Squirro's strengths in analytics perfectly fit with our integration expertise in the enterprise environment. »

Dr. Dorian Selz, CEO of Squirro: « We chose to partner with AdNovum because they are high quality specialists for the implementation of demanding IT projects in Switzerland and the Asia-Pacific region. The partnership with AdNovum enables shared customers to achieve a competitive advantage thanks to AI technologies. »

About Squirro

Squirro provides the leading cloud platform Cognitive Insights for comprehensive analysis of unstructured data. Based on proprietary technologies in the field of artificial intelligence, Squirro's Cognitive Insights Engine turns meaningless data into actionable insights.

Squirro works with global organizations and companies, mainly in the financial services, insurance, telecommunications and manufacturing industries. Customers are, e.g., Brookson, Evalueserve, Investec, Helvetia Insurance, Swiss Re or Wells Fargo. Founded in 2012, Squirro is currently present in Zurich, Munich, Barcelona, London and New York.

Further information about Squirro can be found at https://squirro.com/

Twitter: @Squirro

AdNovum

The Swiss software company AdNovum provides a full set of IT services, ranging from consulting, the design and implementation of customized business and security solutions to maintenance and support. Its offering further includes the tried and tested products of the NEVIS Security Suite. NEVIS is market leader for identity and access management in Switzerland. AdNovum's customer base includes renowned companies from the finance, insurance, telecommunications, manufacturing and logistics industry as well as several federal offices and cantons.

AdNovum was founded in 1988. At its headquarters in Zurich and its offices in Bern, Lausanne, Budapest, Ho Chi Minh City and Singapore, the company employs over 600 staff today.

www.adnovum.ch

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Images

See media release at www.adnovum.ch

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