

Five million from Vækstfonden makes Northmann ready for expansion into the European market

A new CEO, new growth strategy and a new capital payment of five million Danish Kroner from Vækstfonden will speed up the expansion plans for Danish Northmann A/S, who delivers Digital Asset Management software.

Northmann already have customers in Denmark, Sweden, Germany, France and England and the money from Vækstfonden is mainly to help Northmann expand their market share.

"Northmann has spent years to polish the product. Now it's strong and stable, and we are ready to increase market share. We operate in a very fragmented market with many small players, where there is space for somebody, who dares get success. That is what we dare, and now we have built up a solid springboard and go purposeful for becoming a global market leader", says CEO Søren Pedersen, who took over the role last autumn.

Go for Brand Owners

Northmann's solutions are designed to help companies with the control of digital assets for the production of catalogues, booklets and sales material. The customer only needs to store images in one place and in one size. Northmann's solution makes sure that the image is automatically adapted to the medium where the image is to be used, regardless whether it's a PowerPoint presentation, a homepage, a poster or a customer catalogue. Just in time saved in image repurposing gives the customer a quick Return On Investment. (ROI)

"Companies can really save time and earn with our solution. Our software ensures that advertising agencies and other partners cannot use a wrong logo, product image or other artwork in a campaign, and that the material is globally accessible over the net. Brand owners with many partners have a lot at stake. It's important to secure their visual identity, and therefore the process should start with them", says Søren Pedersen, who by the way will be 50 years old on the 22nd of April - the same day as Northmann gets the money from Vækstfonden

Strategic cooperation with Xerox

On the customer list are already today a couple of the great trade marks, among others Virgin, Fritidsresor, SCA and IKEA, who uses software from Northmann for to control the images in their catalogues.

Northmann has furthermore entered into a strategic cooperation with Xerox. This will open a great many doors to the Xerox customer base And in the longer term maybe also with a sale of the company, which Vækstfonden thinks could be an obvious possibility.

"We see a fantastic energy in that market just now. There is a large strong pipeline, and with the relation they have as Xerox, we are really optimistic. We think we can see an exit within a manageable number of years", says Søren Rasmussen, partner in Vækstfonden.

The strength at Northmann's solution is it the stability of the Java code. There are COM an XML API's for integration into other business applications.

Using Northmann's APIs other software companies can add additional modules to their offerings, such as content management solutions and ERP solutions.

Northmann is today certified Adobe Solution Partner.

For further information:

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Photos of Søren Pedersen can be downloaded for free on <http://klintfoto.dk/vækstfonden21.htm>