

## PRESS RELEASE

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# Empowering Customers: Addovation becomes IFS System Integrator in the Nordic countries.

**Drammen, September 19th, 2023 - Addovation, the long-term ERP partner, is delighted to announce the advancement of their partnership with IFS. They are now transitioning from a Channel partner to the position of Regional System Integrator. This advancement will bring numerous benefits to customers in the Nordic countries. The partnership adds major local capabilities to customers, enhancing and complementing IFS's service offerings and strengthening its overall market position.**

The new partnership between IFS and Addovation is all about playing on each other's strengths. IFS provides a "state of the art" business solution, and Addovation adds their extensive experience in helping businesses capitalize on digital technologies to drive growth and efficiency.

Addovation already has an impressive track record in successful IFS Cloud™ implementations and upgrades. The company recently successfully upgraded companies like Ulefos, Prevox and Servi to IFS Cloud. Joakim Hugosson, CEO of Addovation, expresses his pride in the partnership: *"We're really proud of how we're working with IFS. The partnership allows us to work with customers in a long-term perspective. By establishing strong relationships and understanding their evolving needs, we can provide continuous support, insights, and value-added services throughout the customer journey. This long-term approach enhances customer satisfaction and retention."*

In the second half of 2023 the partners will join forces to implement IFS Cloud at Havfram, the Norwegian offshore wind company. The deployment of the new solution will span over four sites, including locations in Norway, Australia, and the UK. With the support of IFS Cloud's advanced features and Addovation's expertise, approximately 200 users will experience significant growth and success as we bring these capabilities to life. Frode Haugli, Chairman of the Board at Addovation, put's it quite simple: *"It is all about making things better for Nordic companies. We're combining super-tech with really smart people to help companies succeed in today's digital world"*.

*Ann-Kristin Sander, Managing Director at IFS Nordics, states, "IFS is working towards a more clear and focused partner strategy in the Nordics, and we are continuing to evolve our Ecosystem of partners. Adding Addovation to the list of successful System Integrators is a natural step in the evolution of the Ecosystem. With their strong presence and great capabilities, Addovation will contribute to the ongoing success journeys of our customers and to IFS itself. We are looking forward to breaking new grounds together within the framework of this new partnership."*

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The new partner status opens new opportunities for Addovation. Their access to a wider market in the Nordic countries and a broader range of projects paves the way for exciting growth prospects.

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### **About Addovation:**

Addovation is Nordic IT company that is all about helping businesses succeed in today's fast-paced digital world. We provide businesses with the tools they need to streamline processes, improve decision-making, enhance customer experiences, manage IT infrastructure, and create a flexible and productive digital workplace. Read more at [www.addovation.com](http://www.addovation.com). Follow us at [LinkedIn](#).

### **Contact:**

Jens-Magnus Andersson  
Sales Director  
Addovation Sweden AB  
e-mail: [jens-magnus.andersson@addovation.com](mailto:jens-magnus.andersson@addovation.com)  
tel: +46 76 517 5228

### **About IFS**

IFS develops and delivers cloud enterprise software for companies around the world who manufacture and distribute goods, build and maintain assets, and manage service-focused operations. Within our single platform, our industry specific products are innately connected to a single data model and use embedded digital innovation so that our customers can be their best when it really matters to their customers—at the Moment of Service™. The industry expertise of our people and of our growing ecosystem, together with a commitment to deliver value at every single step, has made IFS a recognised leader and the most recommended supplier in our sector. Our team of 5,000 employees every day live our values of agility, trustworthiness and collaboration in how we support our 10,000+ customers. Learn more about how our enterprise software solutions can help your business today at [ifs.com](http://ifs.com).

### **IFS Press Contacts**

EUROPE / MEA / APJ: Adam Gillbe  
IFS, Director of Corporate & Executive Communications  
Email: [press@ifs.com](mailto:press@ifs.com)  
Phone: +44 7775 114 856