

“We are starting with two countries in two months”

Novacura is 10 years old – will grow at least 30 per cent every year from now on

Gothenburg company Novacura is impatient to get out into the world; their offer is so far unique, and they don't want anyone to get there first. Now, in spring 2015, the company will establish itself in two countries in just two months, and by autumn it will be even more countries. But right now the Netherlands and Norway are at the door and NovaCura has already established customers as a springboard.

“We have got plenty of new deals and have set ourselves an aggressive target of reaching 100 million in turnover by 2017. Establishing ourselves on new markets is necessary if we want to reach that target. We are now getting off to a flying start in the countries we know best and where we already have a customer base,” says Johan Melander, MD of Novacura.

The company Novacura celebrates its tenth anniversary this year. They are celebrating by setting aggressive growth targets for the future – within five years the company is to more than double its turnover. There is much to suggest that they will succeed; NovaCura has found the key to success in its niche market and has a tried and tested growth model to work from.

“There is genuine interest in our product Flow, since in just a short time it brings companies big savings and gives them considerably more satisfied employees. Novacura's offer has so far been unique, which is also a reason for our comprehensive growth plans. We can see that many countries have a very good climate for us to grow in.”

The motor for Novacura's growth is the product Flow. It simplifies a company's complex processes managed using business systems such as IFS applications, Maximo or SAP, and makes the systems more efficient and user-friendly.

“We work within several different sectors, which gives us the knowledge we need. In Norway it is primarily offshore, oil and gas and energy. In the Netherlands it is companies in manufacturing, distribution, logistics and service where we have gained a foothold.”

New markets should be self-financing as far as possible. The actual model for successfully opening up new companies with a local presence so quickly is based on a model previously tested by the company.

“Entrepreneurs are keen to build and develop themselves. We have a good track record of finding people who have that driving force. We give them part ownership and advantageous terms for either expanded ownership or exit options, which motivates them and commits them to the task. We already have two subsidiaries, one in Sweden and one in Poland, which function very well in that way.”

The plans are very ambitious, and despite excellent self-confidence and a good track record, these two new establishments represent a big step for Novacura, which is not backed by any external capital. All growth must be managed under their own steam.

“Of course we are reaching a long way, but we have done it before, and we have a very realistic view of our plans. But we don't want to stop at Norway and the Netherlands. If we find the right people we can start up quickly in other countries. We have several satisfied customers in both the UK and the US, so we are looking at both those markets with a little extra interest,” says Johan Melander, MD of the Novacura group.



For further information

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