

Happy 10th anniversary, Novacura!

Market leader Novacura celebrates and aims for 100 million by 2017

In February 2005 two Gothenburg entrepreneurs decided to create something that would make life easier for all users of business systems. Ten years later, Novacura is the market leader in its field – but the journey has only just begun.

Ten years ago systems scientist Johan Melander and engineer Petter Larsson asked themselves why users should have to adapt to static systems instead of finding new solutions adapted to each individual business.

“Suppliers of business systems have long been mired in old routines and processes, and our experience was that they had an old-fashioned attitude,” says Johan Melander, MD of Novacura.

“We had a definite feeling that it would be possible to deliver greater benefit to customers by moving away from locked, static systems and instead working with open process solutions.”

They decided to develop a tool that adapts to existing business systems according to individual need. The result was Novacura Flow – a product that is placed like a shell around an existing business system and then adapted according to individual preferences in order to make it more efficient and user-friendly.

“Novacura Flow is closely linked to our vision, our values and our identity,” says Johan, continuing:

“Flow is the tool that makes it possible for us to give customers complete freedom. We tend to describe ourselves as freedom fighters. We give customers the opportunity to define their own processes, to make processes accessible to all parties: customers, suppliers, employees and owners. We also offer the ability to run it on any hardware – online or offline – and to allow the process to run over all of the customer’s systems and data sources. We open up a world that was previously closed, and Flow is the tool that makes that possible.”

The first version of Novacura Flow reached the market in 2007, and since then Novacura has grown steadily. Initially the company was limited to its head office in Gothenburg, but in 2011 offices were also opened in Uppsala, Karlstad and Växjö. In 2012 NovaCura was awarded the Gazelle prize for the first time, and an office was opened in Kraków in Poland. A company was recently established in the Netherlands, and a Norwegian company is also under construction.

“What we are focusing on right now is consolidating and streamlining our operations. We are building a stable platform for continued growth,” says Johan.

Today Novacura has 42 employees, and in 2014 the company’s turnover was SEK 40 million. But their target is much higher still.

“We will exceed 100 million in turnover by 2017,” says Johan, continuing:

“The adventure that started ten years ago has only just begun. If you view it as a game of Monopoly, you could say that we have gone once round the board. We haven’t got a hotel on Mayfair yet. But we will.”



For further information

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Novacura is a humane IT-company using services and software to streamline and simplify their customers’ business-critical processes and ERP platforms. Novacura is privately held and has offices in Sweden and Poland. Their software solutions are sold through partner companies in Europe and the U.S. Novacura has 30 experienced employees and is headquartered in Gothenburg, Sweden. www.novacura.com