

Entteri wins Product Development Path Makers Award

Entteri Professional Software Oy, a Finnish dental software provider, has received the 2025 Product Development Path Makers Award for the customer-centric product development model relating to its AI-powered dental X-ray analysis. Now in its second year, this national recognition underscores the vital role of product development and showcases examples of how it can open new pathways and create novel business models.

This year, the Product Development Path Makers Awards were presented to four Finnish companies, with Entteri selected as the winner of the Ekman Award through a public vote. The awards were granted by Aalto Design Factory, Academic Engineers and Architects in Finland (TEK), the City of Espoo, Technology Industries of Finland, Chemical Industry Federation of Finland, TT-säätiö, and Finnish Forest Industries. The ceremony took place on 10 December 2025 at the Aalto Design Factory Stage in Espoo. The other award winners were Saab, Betolar, and Uute Scientific.

Entteri's award-winning solution has made its X-ray AI analysis solution available at no cost to all customers using the **Romexis® Image Cloud** platform. This approach breaks away from conventional B2B pricing models, which typically require upfront investments and lengthy contractual negotiations.

The model has allowed customers to try out the new technology within their actual workflows without the need to make long-term purchasing decisions. For Entteri, this approach enables the collection of valuable feedback from a large, active user base and helps users become familiar with the new technology, which in turn guides further development and adoption of paid additional features to be introduced later. Additionally, this model helps create a substantial domestic user base, providing evidence to support international market entry.

The AI-powered X-ray analysis is freely available as an optional feature through Romexis Image Cloud, a digital cloud platform for hosting dental images. In Finland, over half of private sector dental clinics have already chosen to store their Romexis database and images on this platform. Romexis Image Cloud is also available for dental customers globally.

The jury emphasised that this go-to-market initiative demonstrates how business model experimentation can serve as a product development tool, especially when introducing new technology categories in established, and often conservative, professional sectors. By initially offering the technology free of charge, Entteri has created conditions for extensive testing and feedback collection. This model may also be applicable for other organisations seeking to introduce transformative technologies, particularly where adoption barriers arise from uncertainty relating to workflow concerns or technical capabilities.

“We are honoured that our work has been recognised with the award,” says **Topi Koskinen**, Business Director at Entteri. “This acknowledgment strengthens our commitment to developing digital solutions that support dental professionals in their daily work.”

Earlier this year, Entteri's AI solution, developed by Entteri in collaboration with Swedish Dentail AB, received the Dentistry Innovation Award granted by the Finnish Fair Foundation.

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Entteri Professional Software Oy and Planmeca Group

Entteri Professional Software Oy is a Finland-based information systems provider. Entteri's AssisDent practice management system is a cloud-based solution for dental clinics of all sizes that makes clinical routines run smoother. It is also the Finnish market leader in the private sector. Entteri also offers a cloud hosting solution for the Planmeca Romexis® software and database. Entteri is part of the Finnish Planmeca Group, which consists of several healthcare technology brands, including Planmeca, one of the world's leading dental equipment manufacturers. With over 4,400 employees worldwide, Planmeca Group companies achieved a combined turnover of EUR 1.2 billion in 2024.

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