



Media Release

Solid Result in 2023 – Adnovum Invests in Sustainable Growth

Zurich, 15 May 2024 – The Swiss software company Adnovum looks back on a solid business year. The corporate group achieved revenue of over CHF 110 million in 2023, confirming its strong position in providing enterprise solutions for organizations with high demands on cybersecurity, data protection, and user-friendliness. In parallel, the range of managed services in the areas of IAM, security and cloud was expanded further.

Despite international competitive pressure, the Adnovum Group achieved total revenues of over CHF 110 million. By expanding its core competencies through staff development and recruitment, the company invested in laying the foundations for future sustainable growth. At the end of the year, the group employed a total of 700 people at seven locations.

Cybersecurity – increasing complexity

Cybersecurity has become mission-critical for every organization due to the increasing complexity and dependency on IT infrastructures, as well as rising risks and regulatory requirements. As a result, demand for security services to analyze and strengthen cyber resilience continued to grow in 2023. There was also strong demand for consulting services to prepare for the new data protection law (nFADP), which was introduced on September 1, 2023.

Identity and access management remains key

Secure and consistent identity and access management is critical to security. In 2023, the demand for identity and access management solutions once again increased significantly, especially among public authorities and industries with security-critical data. Adnovum was involved in maintaining the federal IAM management infrastructure and supported various authorities in 2023 with security concepts and evaluations in preparation for the introduction of the E-ID. In September 2023, Adnovum was awarded «EMEA Central Partner of the Year» by One Identity for its identity and access management solutions. In Singapore, Adnovum has carved a niche for itself by empowering companies to seamlessly connect to government e-services through a suite of Singpass APIs for identity management integration. This once again highlights the company's proven expertise in leveraging identity management and security solutions for businesses and organizations.

Insurance – digitalization is picking up

Secure digitalization is also at the top of the agenda among Swiss insurers. The «Digital Insurance Experience» study conducted by the Institute of Financial Services Zug of HSLU (IFZ) in collaboration with Finnoconsult and Adnovum has generated significant interest. Via a ranking, the study shows the degree of digitalization of Swiss insurers and the digital solutions



and processes the industry is currently working on. With its second iteration, the study has firmly established itself as a digitalization barometer for the industry.

Conversational AI – a new boost in customer service

Demand for conversational AI solutions for customer service reached a new high in 2023. In close cooperation with such partners as Spitch, Google, and Microsoft, Adnovum in 2023 developed virtual assistants for customer service at banks, insurance companies, and public authorities. This showed once again that more than pure technology expertise is required to implement value-adding AI solutions in the enterprise environment. A comprehensive understanding of topics such as conversational UX, security, compliance, and data protection is a prerequisite for the success of conversational AI projects.

New-generation conversational AI solutions with generative AI offer integrated support along the entire customer journey. Virtual assistants are available around the clock to answer frequently asked questions and handle simple self-service processes. Callers with more complex issues are put in touch with an appropriate agent or a return call is arranged immediately, as with the new solution for CSS Versicherung. In the contact center, conversational AI supports and relieves advisors in preparing for customer calls, takes on simple administrative tasks, and provides relevant information and recommendations in real time during the call.

Transport and logistics – Master title, Gold, and Silver for the Mobility app

Adnovum received a lot of publicity in 2023 for the development of the new Mobility app: The app not only won the Best of Swiss Apps Master award, it also earned Gold in the «Design» and «UX & Usability» categories, as well as Silver in the «Functionality» category. Adnovum has thus shown that it can also provide solutions for the transportation and logistics sector, where time is often decisive, that excel in all aspects of quality.

Outlook 2024 – commitment to the core business

In the current year, the focus on the core business will be sharpened further, and the range of managed services in the areas of IAM, security, and cloud will be expanded. Adnovum CEO Thomas Zangerl: «We want to concentrate our resources on the areas in which we have many years of expertise and outstanding know-how. This enables us to set ourselves apart from our competitors and offer our clients clearly recognizable and differentiating added value.»

Adnovum is making targeted investments in existing and new partnerships in the areas of cloud, conversational AI, and innovative solutions for banks and insurance companies to tap into new market segments. A strategic partnership with Squirro was launched at the beginning of the year to offer banks, insurance companies, and public authorities innovative solutions with generative AI. Cooperation with global management consultants Simon-Kucher & Partners will also be intensified further.

In technical terms, the focus lies on the continued expansion of our expertise and practical knowledge in using artificial intelligence and cloud solutions. We will further develop our competencies in employing generative AI to offer a seamless user experience via virtual assistants that provide self-service options and support for contact centers. Another focus is the use of artificial intelligence in software development. Virtual assistants will support employees in all phases of the software development cycle, from requirements analysis to testing.



Adnovum

The Swiss software company Adnovum offers companies and public authorities comprehensive support in the digitalization of business processes, from consulting and conception to implementation and operation. Its core competencies also include identity and access management, as well as security consulting. Our client focus is on companies that want to differentiate themselves through innovative digitalization solutions. These include banks, insurance companies, the public sector, as well as transport and logistics companies.

Adnovum was founded in 1988. Today, the company employs over 700 staff at its headquarters in Zurich and offices in Bern, Lausanne, Budapest, Lisbon, Ho Chi Minh City, and Singapore.

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Images

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