

Media release

Strong 2024 – Adnovum expands market position

Zurich, 29 April 2025 – The Swiss software company Adnovum looks back on a successful financial year 2024. The Adnovum Group achieved record revenues of over CHF 117 million, confirming its leading position in the areas of enterprise software, cybersecurity, and identity and access management (IAM). Adnovum met the growing demand for secure solutions from small and medium-sized enterprises by expanding its range of managed IAM, cybersecurity, and cloud services, as well as AI-supported solutions.

A key driver of growth in 2024 was increased investment by Swiss enterprises and government agencies to modernize their IT infrastructures and legacy systems. This led to strong demand for customized enterprise software, as well as IAM and cybersecurity services, in both the public sector and the financial industry. Revenue from global logistics solutions also continued to grow.

Growing interest in managed cybersecurity services

Cybersecurity and identity and access management remained at the forefront of client interest in 2024. Demand for managed cybersecurity services (MCSS) increased, especially in highly regulated industries such as the financial sector. This was due to the growing complexity of the threat situation and stricter regulatory requirements. Adnovum CEO Thomas Zangerl: «With MCSS, we want to further strengthen our position as a leading provider of managed IAM and cybersecurity solutions in Switzerland.»

Cloud integration – challenge and opportunity

Demand for cloud consulting services remained high in 2024. Enterprises and government agencies seeking to realize the full potential of cloud platforms in terms of scalability, efficiency, and transparency are facing the challenge of modernizing their applications and optimizing them for the cloud. At the same time, AI-powered cloud solutions have gained traction, particularly in the context of application and infrastructure modernization.



Conversational AI solutions becoming increasingly relevant

Another growth area for Adnovum in 2024 was conversational AI. The topic is becoming increasingly relevant as cloud providers continue to offer new AI services, enabling the targeted expansion of voice, chat, and e-mail bots, as well as agent assistance systems. Revenue in this segment has doubled compared to the previous year. The focus was on scalable applications for the automated processing of simple customer inquiries and on solutions that automate internal processes and enable employees to access consolidated information.

Outlook 2025

In 2025, Adnovum plans to further expand its range of cybersecurity and IAM services for large and medium-sized enterprises. New security solutions such as MCSS and attractive licensing models for proven IAM technologies such as Nevis will strengthen existing client relationships and win new clients in the SME and midmarket segments. Thomas Zangerl emphasizes: «This step underlines our commitment to continue supporting our clients as a strong Swiss partner and integrator in the future – be it in tackling current cybersecurity challenges or in exploiting the full potential of cloud and AI technologies to automate and optimize their business processes.»

About Adnovum

The Swiss software company Adnovum offers companies and public authorities comprehensive support in the digitalization of business processes, from conception and implementation to operation. Its core competencies also include offerings for the secure management of identities and access rights, security services and consulting, as well as AI-aided and cloud solutions. Our client focus is on companies that want to differentiate themselves through innovative 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 700 staff at its headquarters in Zurich and offices in Bern, Lausanne, Budapest, Lisbon, Ho Chi Minh City, and Singapore.

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Pictures

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