

FOR IMMEDIATE RELEASE

Media contact:
Laura Gregoire
Rostrum Communications
T. +44 (0)207 440 8682
laura@rostrumpr.com

NovumIP from FusionExperience goes live across three continents

London, UK – 26 January, 2015 - [FusionExperience](#), the business and data solutions provider, has today announced that NovumIP – the first full Cloud end-to-end Intellectual Property (IP) Lifecycle Management application – is now live in multiple countries of its first client. This follows the initial launch of the solution on 31 July, 2014.

Powered by the salesforce.com platform and utilising the smart search features of Anomaly42, the NovumIP application went live in only four months, servicing the entire IP portfolio of an international bluechip telecommunications provider.

“Our client required an application that was able to support all the requirements of its sophisticated IP department through a single consistent user interface,” said **Steve Edkins, CEO of FusionExperience**. *“Our choice of cloud technology, strategic partners, development methodology and comprehensive in house IP experience ensured this was delivered in record time for an Enterprise wide solution.”*

NovumIP supports the full IP lifecycle that extends from the nurture of new ideas via an inventor portal to the preparation of aggressive and defensive cases to protect IP from infringement. With this approach, NovumIP allows businesses to manage potential IP risks from start to finish.

NovumIP provides 100% visibility of the IP portfolio, improves process efficiency, reduces administration costs, improves accuracy, reduces errors and increases IP Portfolio profitability. It uses state of the art Search techniques to link structured and unstructured data normally held across multiple systems.

“15 billion pages of data were ingested and can now be searched in real time. As a result, tasks that previously took days now happen in seconds,” said **Joan Mill, Head of Sales at FusionExperience**. *“Not only is our client managing its IP portfolio more effectively now, but it is reducing costs and risks by retiring legacy systems and ceasing the use of Excel to store business critical data.”*

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About FusionExperience

FusionExperience is an innovative business and technology services company. We fuse our deep domain expertise in the investment, insurance, telecommunications and complementary markets internationally, with technology from our group companies and industry leading partners such as Anomaly42, salesforce.com and SAP, to build platforms and applications to meet specific business needs. Our purpose is to add value to every one of our client's businesses through services and solutions. We operate across multiple sectors, working fast and smart in a world where time is the scarcest resource. fusion-experience.com

About NovumIP

NovumIP is an innovative IP Portfolio Management Application from FusionExperience that for the first time manages all aspects of the IP lifecycle, from the nurturing of ideas to maximising licence revenue. The application is built on market leading cloud technologies from Anomaly42 and salesforce.com. Novum IP delivers 100% visibility of an enterprise's IP portfolio, improved process efficiency, reduced administration costs, improved accuracy, reduced errors and increased IP portfolio profitability. novumip.com

About Anomaly42

Anomaly42 was created from the integration of a number of pioneering technologies that together enable our partners and clients to find anomalies in their data and enable effective decision making by acting upon them. Anomaly42 allows vast amounts of both structured and unstructured data to be hoovered up, connected and analysed, allowing previously undetected patterns and trends to be highlighted. anomaly42.com

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