

Media release

AdNovum participates in the association Chief Digital Community

Zurich, December 14, 2017 – At the end of October, the Chief Digital Community was founded in Lucerne. The association offers SMEs practical support in digitization. Peter Gassmann, Chief Commercial Officer of AdNovum, is a member of the board of the new association.

On October 24, 2017, the association Chief Digital Community CDC was founded in Lucerne. CDC's goal is to support small and medium-sized companies in Switzerland in mastering the challenges of digital transformation. Peter Gassmann, Chief Commercial Officer of AdNovum, is both a founder member and a member of the board of the new association.

Chief Digital Community (<http://chiefdigital.ch>) provides a platform for the exchange of knowledge and further training for the responsible people and promotes networking among companies. The association also intends to initiate, carry out and promote research activities in cooperation with national and international universities. The Lucerne University of Applied Sciences and Arts and Professor Sita Mazumder will take over the leadership of the association, in which also several renowned software companies are involved.

As member of the executive board and Chief Commercial Officer, Peter Gassmann has been responsible for business development, marketing and communication at AdNovum since 2015. In addition, he heads AdNovum's IT Consulting department. For almost 30 years, AdNovum has been helping customers with secure digitization.

Peter Gassmann: «Business models are becoming increasingly digital and demanding in their implementation. The opportunities and risks – in particular in the area of cybersecurity – present major challenges for those responsible. I am very pleased to support and drive the digitization of Swiss SMEs together with such high-profile partners under the leadership of the Lucerne University of Applied Sciences and Arts.»

AdNovum

The Swiss software company AdNovum provides a full set of IT services, ranging from consulting, the design and implementation of customized business and security solutions to maintenance and support. Its offering further includes the tried and tested products of the NEVIS Security Suite. NEVIS is market leader for identity and access management in Switzerland. AdNovum's customer base includes renowned companies from the finance, insurance, telecommunications, manufacturing and logistics industry as well as federal offices and cantons.

AdNovum was founded in 1988. At its headquarters in Zurich and its offices in Bern, Lausanne, Budapest, Lisbon, Ho Chi Minh City and Singapore, the company employs over 600 staff today.

www.adnovum.ch

www.nevis-security.ch

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Images

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Media contact

AdNovum Informatik AG

Manuel Ott

Roentgenstrasse 22, 8005 Zurich

Phone +41 (0)44 272 61 11

media@adnovum.ch