

AWA enhances partnership with HiQ

HiQ and intellectual property law giant AWA launch a customer portal for renewing IP rights and enhance their collaboration with a long-term administration agreement and implementation of HiQ's own integration platform Friends.

"I'm very proud that AWA has chosen to enhance its collaboration with HiQ, and that yet another company has discovered the benefits of our integration platform Friends," says Anna Kleine, Managing Director of HiQ in Skåne.

In close cooperation with HiQ, AWA has developed a completely new customer portal for renewing IP rights that simplifies things for both AWA's customers and for their own organisation. One step closer to a more digitalised business. The first version was recently launched for selected customers. Customers will easily be able to follow all their cases, carry out renewal transactions and forecast future costs in the portal.

"Our approach to ensuring quality and security for our customers is based on extensive processes and knowledge that come from our staff's years of experience and expertise. Digitalising this process is complex and we are extremely pleased that we have found a partner in HiQ that has the capacity to help us on this journey towards simplification," says Marie-Louise Lindblom, Chief Digital Officer at AWA.

In connection with the launch of the customer portal, an administration agreement was also put in place to ensure continuous renewal and support after the complete rollout later this year.

"It's important for us to be able to act as a long-term partner to our customers. The knowledge and trust we have gained in this close collaboration will be used to continue delivering quality to AWA's customers and staff for a long time to come," says Anna Kleine, MD of HiQ in Skåne.

In addition to the recently launched portal, AWA will continue its digital transformation by also adding HiQ's own hybrid integration platform Friends to simply and seamlessly integrate business-critical processes.

"Like AWA, we see simplicity and quality as two important components that we can contribute to all projects and relationships. We're extremely pleased and proud of having gained AWA's trust to participate on several levels in their digital transition," says Peter Sognefur, Sales Manager at HiQ Skåne.

For more information about FRIENDS, see:

www.friends.com

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