

HiQ launches new website for its integration platform FREENDS

The demand for HiQ's integration platform FREENDS is increasing. In connection with a Nordic expansion, we launch a completely new website; www.friends.com

"License sales are continually on the rise, and we are investing to meet demand throughout the Nordics.", says Lars Stugemo, CEO and President of HiQ.

Technology development and digitization continue at high speed. More and more products become connected and new digital services are developed and launched all the time. The global pandemic has further accelerated digitalization and shown that the need for well-functioning digital solutions and platforms is great.

The remedy is the HiQ FREENDS integration platform, a software layer that connects otherwise disjointed systems to deliver a unified solution to customers. It acts as a safe and flexible channel for communication between multiple systems – enabling integration and automation simultaneously. As we speak, virtually all companies deepen their cloud dependency and FREENDS becomes an essential backbone to nearly every business.

The platform also allows a company to expand its offering without the need to build new bespoke services or further develop existing systems. Instead, companies can integrate with other software providers that already offer. The result is a unified and more robust solution for the end customers. As technology development progresses, more and more services and systems become interconnected. The increased complexity of companies' IT platforms increases over time the need for integration services and platforms such as FREENDS.

"We make several new deals in Finland and initiatives in Sweden continue to develop as planned. By the end of the quarter we have more than 350 active licenses out among satisfied clients", says Jukka Rautio, Managing Director of HiQ in Finland.

The FREENDS integration platform is a software service that is developed, managed and marketed by HiQ. It is delivered as a subscription service, a so-called Enterprise Integration Platform as a Service (eiPaaS). HiQ Frends is aligned with the integration consultancy services that HiQ also provides, and has become a key feature in HiQ's offerings for digitalization and IT-architecture.

More about FREENDS:

www.friends.com

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