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## **Novitell receives funding from Danida B2B project**

After a successful completion of the Danida B2B pilot project Novitell has received approval by Danida for entering into a Danida B2B project. The project funding will support Novitell's endeavor to establish a development and testing center in Vietnam together with local software development company TMA.

During an IT delegation sponsored by the B2B program in 2007, Novitell met TMA Solutions, one of the leading software developers in Vietnam with experience in telecommunication product development. Both companies quickly agreed to enter into a partnership to develop the Novitell solution.

The features of Novitell's solution are many, but among others the solution will provide an integrated GUI, that blends into the mobiles existing GUI thereby making the client very easy to use for the enterprise user. The solution will also offer the Sticky Handover – a seamless handover between Wifi, GSM or any other network as well as the possibility to have all PBX features normally only available on the fixed line phones available on the mobile.

Beside the commercial impact generated to both community and partners, the ambition is to train a skilled local IT team. The intention is to create 16 new jobs by the end of 2009 and 20 more jobs in 2010. Novitell will provide the local team with extensive technical and sales trainings in both Denmark and Vietnam. These employees will get an opportunity to join an international working environment and develop their technical capabilities along with the success of the solution.

“We regard this agreement as a match made in heaven”, says CEO Henrik Bonvig. “TMA has extensive experience in developing high end software for companies like Nortel and Novitell has the knowledge to provide a truly unique mobile solution. By entering into the Danida program Novitell can accelerate our development road map extensively while also providing valuable opportunities to the Vietnamese community”.

### **About Novitell**

Novitell was established in 2007 by industry experts seeing a need in the market for an IP mobility solution. Novitell continues to work on the cutting edge of development in order to provide better solutions, with focus on high usability and seamless integration.

### **About Danida**

Danida is a Danish government initiative focused on funding activities to eradicate poverty in developing countries. The Danida B2B program aims at supporting the establishment of long-term and mutually committing partnerships between Danish companies and companies in developing countries.

### **About TMA**

TMA is a leading Vietnamese outsourcing company with more than 900 engineers. They have experience in providing software services to leading companies around the world.