

Netadmin System – facts and trivia

Updated December 17, 2009

CEO: Matthias Trygg

Employees: 50

Founded in: 2004

Turnover 2008/2007: 40/21 MSEK

Position: Nordic market leaders, sixty percent market share in Sweden

Investors: Eqvitec Technology

Fund III, Industrifonden

Business concept: Making the network owner's operations fully automated; self-activation of services.

Netadmin System i Sverige AB is the company behind NETAdmin, a software system which automates operation and business processes in all kinds of broadband networks, such as metropolitan and residential broadband networks.

NETAdmin addresses network owners, many of whom can bear witness to the substantial savings they've achieved when their need for staff and training decreased. They have also been able to make their networks available to new service providers and to introduce new services significantly faster than before. Saving substantial amounts of money isn't an uncommon result of the increased operative effectiveness NETAdmin offers.

One of Netadmin's big advantages is its ability to activate services for users automatically, something that would require substantial engineering efforts without NETAdmin. The process is so well-automated that end users can choose providers on their own through a portal, as well as specific services (Internet, IP Telephony, point-to-point connections for companies, etc.). All necessary change-overs are then handled automatically, as is documentation.

NETAdmin is an extensive, module-based system which includes operation monitoring, ticket management, customer service, debiting of accounts, statistics, inventory lists, error handling and service administration. An important feature is its independency of network hardware and access methods (FTTx, Ethernet, cable TV, xDSL, WiMAX etc.)

The company's main office is located in Mjärdevi Science Park in Linköping, with international sales offices in Stockholm and Gothenburg.

Customers

NETAdmin is the Nordic market leader, used by about sixty percent of the metropolitan networks in Sweden, with more than one million connected users. The company has 75 customers (some of which own or operate several broadband networks) such as municipalities, electric companies, residences and private broadband network owners. Examples include Telia, Telge Energi, Transit, Dong (Denmark), StarNordic (Norway), EWZ (Switzerland), INFL (England) and SIEA (France).

The typical customer owns or operates metropolitan or residential broadband networks, but since NETAdmin handles hardware from different providers and is compatible with all access methods, the system is also used in cable TV networks and in the surveillance networks of electric companies and railroad companies.

The technology also works in mobile/wireless networks, creating a big market for growing converged networks with both wired and wireless connections.



A Swedish stroke of genius. When the end user connects his computer to the broadband socket, he can, for instance, be met by a screen where he gets to choose an Internet service provider. On the next screen, he gets to choose the speed of his connection (0.5, 1.4 Mbit/s, etc.) and the activation process will be entirely automated.

Matthias Trygg



Matthias Trygg was appointed CEO of Netadmin System in October 2009. He last held a position with Motorola, where he was responsible for the BHS (Broadband Home Solution, Open IPTV Systems) business area in Europe.

Netadmin System currently faces an international expansion phase, initially focused on the Nordic countries, the Baltic states, Germany, England and France. The company has built relationships with national and international partners in those regions to support the expansion.

Sweden is a leading country in metropolitan networks, a currently growing trend in the rest of the world. There are 155 open metropolitan networks in Sweden alone, and it's estimated that there are already several thousands world-wide.

Co-operation partners

Netadmin System has sales and marketing co-operations with Alcatel-Lucent, Ericsson and Cisco globally, with Imtech in England, the USA, Germany, the Netherlands and Sweden, with Unisys in Europe and with Atea and Cygate in Sweden. Netadmin System also offers a certification program for consultants who wish to implement and adjust NETAdmin. The system has open APIs, allowing customers and partners to make changes to it and to develop it further.

Executive group

Matthias Trygg, CEO
 Carina Wadman, VP Sales Nordics.
 Henrik Halvorsen, VP Sales International.

Owners

Owners include Eqvitec Technology Fund III, Industrifonden and key employees.

Competition

Netadmin System has no real competition, although several systems on the market can do bits and pieces of what NETAdmin is capable of. Many of these systems are, however, tied to specific hardware providers, rendering them useless to many broadband network owners. The only real alternative to NETAdmin is therefore to rely on separate systems combined with internally developed modules. These systems (mostly proprietary silo systems) tend to get both expensive and inflexible when the need to adapt to a world in constant change arises. This explains the market's huge interest in NETAdmin.

History

It all started in 1998, when a new system was developed internally at Wasadata System AB, a broadband network owner and Internet service provider in Mjölby, Motala and Linköping. This laid the foundation of NETAdmin, a technology, services and user management platform in the rapidly growing broadband network. Netadmin System i Sverige AB was founded in 2004.

Further information

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Press releases, an image bank and additional facts are available at www.netadmin.se, under the “News & Events” tab. There is also an option to subscribe to future press information through e-mail.

Netadmin System in short

NETadmin automates operation and business processes in metropolitan, regional and residential broadband networks. The solution is independent of access methods (FTTH, Ethernet, cable TV, xDSL, WiMAX, etc.) and handles network hardware from different providers.

We currently have sixty percent of the Swedish market, are the Nordic market leaders and are currently in a phase of international expansion. Customers include telephone operators, municipalities, electric companies, real estate owners, and private broadband network owners.