

Date: May 6, 2010

Studies the Norwegian Market

The Swedish company Netigate, is challenging Questback and Conform it's virtual duopol on Internet based studies of Norwegian enterprises. The company manager is Net entrepreneur Stein Erik Myhre.

Netigate is currently building its Norwegian organisation, while the company has established itself recently as one of the largest actors in Germany. In the course of the last couple of years, Netigate have established itself as the largest actor in the Swedish market.

– The market for automated studies is growing. Many enterprises wish to be evaluated, either by their own employees, customers, or the population. Due to the market situation, the price level in Norway has been artificially high, says Stein Erik Myhre.

Myhre was one of the central participants in the development of Jobline and later Monster for the Scandinavian market. Also Tom Nyman, who was COO in Jobline International and Operation Manager for Jobline's European enterprises, had a central role in this process.

– This business sector is becoming a volume industry. The tools are increasingly important, not the analyses from the employees in the analyses departments. We estimate that the Scandinavian market for research studies is around NOK 5 billion annually. An increasing amount of the activities are changing, from paper and telephone to Net-based solutions. We observe a structural change in the market for research studies, in the same manner as the development of recruitment from paper to the Internet, causing traditional actors to struggle with high cost levels compared to pure Net operators like ourselves, says Myhre.

Among other things, Netigate offers thoroughly developed templates for HR studies, market research, customers' studies, web site studies, and evaluation of products, services, and activities. According to Analysis Manager, Jim Davies at Gartner, the market for feed-back from various target groups will be growing at rate of more than 10 percent annually, a rate that is much higher than, say, the CRM market.

– The drive comes from increased demand from companies who realise the key role played by customers' experiences in today's competitive climate, he says.

– Even the traditional research agencies are largely making use of Net based studies. In addition, we offer our customers access to European panels which provide evaluation of their company or products, or provide them with new knowledge. This is gradually also obliterating the differences between customers surveys, he says.

Netigate was one of the finalists in the Red Herring's Europe 100 award and is among the fastest growing 50 IT-companies in Sweden, according to Deloitte Technology Fast 50.

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Netigate is one of Sweden's and Europe's largest and fastest growing companies in the industry for online surveys. Our mission is to provide companies and organizations in the private and public sector to conduct advanced studies easily through the Internet.

In 2009 Netigate was appointed for the second consecutive year to the Gasell award by Dagens Industri and also placed on Deloitte's list of the fastest growing technology companies in Sweden and Europe, the Technology Fast 50 and the Fast500 EMEA award. Netigate has offices in Stockholm, Malmö, Wiesbaden, Berlin, Oslo and Warsaw. Netigate has many of Europe's most interesting companies as clients. For more information about Netigate, visit our website www.netigate.co.uk.