

FOR IMMEDIATE RELEASE

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FUSIONEXPERIENCE ANNOUNCES THE LAUNCH OF novum™, THE GLOBAL IP LIFECYCLE MANAGEMENT APPLICATION.

- *FusionExperience launches the first fully cloud based IP Lifecycle Management application.*
- *novum™ deals with all aspects of the IP Management lifecycle in one place, maximising the value of portfolios of Intellectual Property for corporations.*

London, 31 July 2014 - [FusionExperience](http://FusionExperience.com), the business and data solutions company, has today announced the launch of novum™, the new cloud based Intellectual Property Management application. The application is based on the Anomaly42 platform, powered by Salesforce's force.com.

novum™ manages all aspects of a company's IP portfolio from the initial nurturing of ideas by inventors, to full control of the licencing element. Licencing features ensure that revenue is generated from the IP portfolio and that costs of using external IP are properly controlled.

Joan Mill Head of Sales, FusionExperience comments:

"An IP portfolio has become one of the most crucial assets of any competitive company. Until now revenue maximisation has only been possible using multiple, disparate and legacy systems with a combination of technologies. novum™ is the first fully functional consolidated IP application which gives all users access to one data source."

Steve Edkins, Chief Executive Officer, FusionExperience comments:

"The launch of novum™ is a key part of FusionExperience's strategy to broaden its range of applications. Our application is designed to provide businesses with tangible benefits through the use of innovation. We are delighted to announce that we have signed a significant new customer to the novum™ application, and more details will be announced very soon."

To find out more, check out the website www.novumIP.com. There you can also contact us and register for future updates. To keep up to date with developments in the IP Industry, follow our exclusive IP twitter feed [@fusionpatentmgt](https://twitter.com/fusionpatentmgt)

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About FusionExperience

FusionExperience is an innovative business and data services company. We fuse our deep domain expertise in the investment, insurance, telecommunications and complementary markets internationally, with technology from our group companies and industry leading partners such as Salesforce.Com and SAP, to build platforms and applications to meet specific business needs. Our purpose is to add value to every one of our client's businesses through services and solutions. We operate across multiple sectors, working fast and smart in a world where time is the scarcest resource.