



## **Creandum Invests In Aito To Fuel International Growth**

*Creandum, a leading early-stage technology investor in the Nordic region joins Conor Venture Partners as an Aito Technologies investor*

**Helsinki, Finland – December 4, 2007** - Aito Technologies, the first company to provide Customer Experience Management software to mobile operator's business management, today announced the completion of round-A funding. Creandum's investment will be used to drive market expansion of Aito's software.

Aito's business management software has a direct and significant impact on operators' profitability. It enables operators to increase their service usage by identifying and removing usage barriers. Further on, it also automates churn prediction. Traditionally, the sole focus of management-software has been on technical network management. Aito's solution provides also the operator's business management with access to real-time information from their desktops, enabling fast and more educated decisions.

"We have received raving support from first customers after launching our product for commercial trials", said Anssi Tauriainen, Aito's CEO. "There is a very evident need to bridge customer experience information also to business users. Funding and support from Creandum and Conor enables us to speed up access to new international markets", he continues.

"Mobile operators are striving to increase service usage and subscriber revenues while reducing churn and this is exactly what Aito Technologies can help them do. The initial reaction from the market has been extremely positive and we are very impressed by the product as well as the team's extensive knowledge of the mobile operator business", said Mr. Stefan Lindeberg, Partner at Creandum.

### **More information:**

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**CONOR**

**Aito Technologies** is a company delivering high-quality customer experience-driven business management software to mobile operators and service providers. Aito improves the profitability of operators based on their end-user and network behavior. Aito's founding team has extensive experience in operator business management solutions from companies such as Nokia and TeliaSonera. [www.aitotechnologies.com](http://www.aitotechnologies.com)

**Creandum** is a Nordic venture capital firm investing in early-stage technology companies. The firm has 120 million Euros under management and is today the fastest growing independent partnership of its kind in the Nordic region. Creandum invests in innovative companies in high growth markets led by outstanding entrepreneurs. All investment professionals at Creandum have started companies or been part of successful start-ups. For more information, please visit [www.creandum.com](http://www.creandum.com).

**Conor Venture Partners** is a new breed technology venture capital fund and management company. Conor invests in early-stage companies originating from Finland, Sweden and the Baltics. Investment areas include information and communications technology, embedded software, semiconductor technology, electronics, new materials and optics. [www.conor.vc](http://www.conor.vc)