

# Press release



To the editor

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## **Cybercom develops mobile services for IDG**

**Cybercom has been commissioned by Sweden's largest media company in IT/technology, environment and business, IDG, to develop its mobile websites and apps. Cybercom will provide IDG with strategy, concept development, and development and rollout of new sites and mobile apps, followed by operation and management.**

"Mobile is becoming our most important channel, and our readers and advertisers have high standards. At the same time, competition for readers is intensifying. It is no longer enough to just make information available in the mobile channel. We must also provide our readers with a good user experience. This is why we are now creating world-class mobile sites and apps," says Pontus Jeppsson, head of mobile at IDG.

The mobile channel is very important for IDG and this is a large venture they are now undertaking together with Cybercom.

"We regard Cybercom as a reliable partner in terms of both technology and the creative work to develop the future modern user experience," says Pontus Jeppsson.

In the first phase, Cybercom will develop mobile websites for IDG's various brands, based on the concept study Cybercom has created, with a focus on generating a modern user experience. This will be followed by an operation and management undertaking.

The next phase will be to develop mobile applications for smartphones, based on the mobile websites.

"This is an important and very interesting assignment for Cybercom. The media industry is facing major challenges and is undergoing substantial change. We are excited to be working with this change," says Mattias Johansson, sales manager at Cybercom.

### **For additional information, please contact:**

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### **About Cybercom**

Cybercom is an IT consulting company that assists leading companies and organisations to benefit from the opportunities of the connected world. The company's areas of expertise span the entire ecosystem of communications services. Cybercom's domestic market is the Nordic region, and in addition the company offers global delivery capacity for local and international business. Cybercom was founded in 1995 and has been quoted on the NASDAQ OMX Stockholm exchange since 1999.