

Lumo Research Ltd press release February 3rd 2010 – Helsinki, Finland

## **LumoFlow transforms a company intranet into a social network**

**Interaction and mobility are the factors that make an intranet effectively used. These are the findings from the latest report of Nielsen Norman Group. Many companies are actively looking for solutions that improve a sense of community and transparency in internal communication.**

Helsinki based company Lumo Research Ltd. provides any type of organization a way to create internal communities with it's product LumoFlow. Since the launch of LumoFlow at the end of 2008, nearly 1000 organizations in 10 different countries are using LumoFlow to create communities and improve internal communication.

Lumo Research Founder and CEO Kristian Tanninen explains why the solution currently receives so many requests from large organizations: "In corporations immense amounts of knowledge need to be safely managed but in many cases information transparency and employee interaction remain an issue. Large organizations come to us because our solution enables easy access to current information and increases social collaboration. For example DSM, a stock listed life science company, has integrated global operations with LumoFlow. It was an easy add-on to their existing intranet."

Co-Founder Bart Schrooten adds to this: "Before we started developing LumoFlow the team of founders already worked on similar solutions in both large and small organizations. We noticed what a pain it can be to find the right solution and get people motivated to start using it. Our main focus on developing LumoFlow from the beginning was that it should be very easy to get addicted to. We have done this by looking at successful social media services such as Facebook and Twitter. "

The Norman Nielsen Report and the wide range of customer cases where LumoFlow is implemented give a sense of direction of where the future of the intranet is going. It's all about effective social features and having access anywhere that makes working a little more fun and more productive.

### **About Lumo Research Ltd.**

Lumo Research Ltd. provides next generation social collaboration solutions for enterprises. Our mission is to improve productivity of knowledge driven teamwork. LumoFlow is an online collaboration environment for companies that aim at increasing information transparency, internal communication and social productivity.

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