The Maconomy story

A successful commercial and technology collaboration.

Maconomy and Marstrand Innovation (MI) signed an OEM and distributorship agreement in April 2007 after MI had presented the prototype of Marstrand People and Projects manager. Maconomy immediately saw that this could bring a competitive advantage in their strive to become the leading software vendor within the professional services domain.

Version 1 of Maconomy People Planner was launched in October 2007 including a web service data interface to Maconomy. The launch was an immediate success and the cooperation continued with a number of service packs based on valuable input from leading Maconomy customers.

In April 2009 Version 2 was released with many important enhancements building on input from the market, including much more Excel type functionality with cut and paste, calculated columns, look up in database and more spreadsheet features.

In August 2008 Maconomy and Marstrand Innovation entered a Software Acquisition Agreement, whereby MI sold its entire software source code for Maconomy People Planner and the IP rights. The transfer of the code takes place at the end of 2009. MI keeps full IP rights to the entire code platform. On top, MI receives earn out for a period.

Status 2Q 2009 is that Maconomy has sold People Planner to more than 40 customers in 7 countries and for more than 8000 users. The customers are professional service companies, e.g. IT, engineering, management consulting, agencies and The Norwegian National Opera. Maconomy has formed a business unit focusing on People Planner as a strategic product. See www.maconomy.com for more information and for download of testimonials from leading customers.

Marstrand People includes all the functionality of Maconomy People Planner and more.

MI is very pleased with the collaboration with Maconomy which assures that our advanced planning and decision support technology has been put to real use by many users and already now is producing bottom line results for Maconomy's many customers.

At Mi we are ready for more of the same. Our modular platform is also prepared for use in other application areas like company internal project portfolio planning and multi resource & project management (e.g. lean, product development and investment budgeting), manufacturing and demand planning, services like maintenance, health care and financials. The main focus is always in four dimensions: activities, resources, time line and financials.