

PRESS RELEASE

Two new IT adventures enters the Danish market

Globally recognized Softec Technologies and its powerful solution Norma LIVE consolidate their interests in Denmark and Scandinavia through the establishment of a close cooperation with local IT partner. The partnership with Danish D&P Solutions reflects the international growth ambitions of the award-winning technology company in Europe, while emphasizing its commitment to Scandinavia and the importance of being in close proximity to the customers within transport and logistics in that particular region. Based on its year-long experience with IT products specifically targeted transportation and logistics companies, Danish D&P Solutions has analysed the Danish market, comparing the need for specialized IT solutions with the availability of innovative deployment of artificial intelligence and machine learning. D&P Solutions' CEO Flemming Dissing has no doubts: "Our specific expertise is needed to ensure future growth and competitive edge".

Roskilde, March 6th 2023 – "There has been a lot of changes in global competition perspectives in recent years, and the foundation of D&P Solutions and our close partnership with Softec Technologies and Norma LIVE, being world-leading within the field of AI, reflect these changes. We wish to show the transportation and logistics industry throughout Scandinavia that we consider it a natural next step to create and expand our direct footprint with an organization and a scope of delivery that is both close to them and, at the same time, capable of working cross-borders", says Flemming Dissing. As CEO of the newly founded D&P Solutions, he is in charge of driving the Scandinavian market expansion of Norma LIVE.

Revolutionary today = standard tomorrow

Flemming Dissing goes on to emphasize that as of today D&P Solutions is able to offer a product that has been in high demand for many years by transportation and logistics companies, Norma LIVE: "Dynamic and automatized planning, optimization and follow-up is 'in short supply' within the world of transport and logistics that remains an industry of manual processes. Norma LIVE is groundbreaking in its ability to increase efficiency and visibility. It is a solution that can be placed on top of any given TMS as a dynamic route planning and optimization solution, monitoring and modifying all processes in real time through artificial intelligence".

Norma LIVE's European sales director Roderick Verhoef adds: "We view our partnership with D&P Solutions as a potential quantum leap forward. We believe that what's revolutionary today will be standard tomorrow – and the partnership with precisely D&P Solutions and their extensive expertise and experience within transport and logistics allow us to bring the future to this entire industry and their business processes – already today".

Close customer contact – in more ways than one

"Our partnership with D&P Solutions sends a clear signal to the market that our ambitions cover the entire Nordic region. We have deliberately chosen to put together our local/ regional knowledge and international expertise in such a way that our customers get the best possible benefit out of all of them, irrespectively of where in the world they find their home market. We are where they are – and we advise them and create solutions for them based on what will help them achieve more on the ground. Using innovative technologies and practical experience, we enable them to perform better, unlock significant value, and improve their way of handling day-to-day operations.", concludes Nour Shawky, CEO of Softec Technologies and Norma LIVE, before finishing: "We are very excited about this partnership, and I consider it a perfect match".

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Picture text – photos of Norma LIVE

FULL USE OF POTENTIAL – Scientific algorithms and the built-in artificial intelligence of Norma LIVE offer the transport and logistics sector something that has not previously been seen: An always-on, real-time dynamic, automatic route planning and optimization solution that – within mere minutes – creates the most efficient routes possible.

Picture text – photo of Flemming Dissing

EXPERIENCED INDUSTRY SPECIALIST IN NEW CONSTELLATION – Flemming Dissing is CEO of the newly established D&P Solutions. In that capacity, he is in charge of introducing Norma LIVE to the transport and logistics sector in Denmark and the Nordics, helping users to improve and scale their day-to-day operations by minimizing logistics costs and maximizing fleet productivity.

About D&P Solutions

D&P Solutions consists of experienced industry specialists in a brand-new set-up. Flemming Dissing has overseen a vast number of successful implementations and partnerships within transportation and logistics in Denmark. Years ago, he founded Adacta's Danish, Baltic, and international activities, and most recently, he drove the NaviTrans expansion in the Nordics. Now, he heads a new company, D&P Solutions, as its founder and newly appointed CEO – a company leveraging his year-long experience and expertise within Navision/ Microsoft DynamicsNAV – today Business Central – combined with Continia's value-adding add-ons in one complete ERP solution, resulting in continuously more effective and automatized work processes and extensive competencies within AI and machine learning through ground-breaking Norma LIVE. From offices in Roskilde, D&P Solutions delivers its services to both national and international players within transport and logistics.
For more information: www.d-ps.dk

About Softec Technologies and Norma LIVE

Softec Technologies is a leading provider of intelligence and visibility solutions for transportation and logistics with a global footprint and award-winning innovative technologies based on AI, including Norma LIVE – a dynamic route planning and optimization solution. Norma LIVE combines AI and scientific algorithms to introduce an always-on, real-time dynamic, automatic planning solution that complements third-party TMS and telematics systems to help improve logistics and transportation companies' planning methodology, tactical response to anomalies, and last-minute changes of the plan as well as predictive alerting on areas of improvements.
For more information: www.normalive.dk and www.softec.ai

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