Your powerhouse for digital growth
At NoA Ignite we support international organisations in growing their business, by helping them to build digital experience platforms, thanks to our expertise in content, design and technology.
Who we are

Established

2005

Head count

100

Oslo, Kraków, Stockholm, Copenhagen

NoA Ignite Poland (formerly Making Waves Poland) was established in 2005 as a subsidiary of NoA Ignite Norway (formerly Making Waves Norway).

The Krakow office has about 100 employees who work for clients all over Europe.

Across our 4 offices in Oslo, Stockholm, Kraków and Copenhagen, we have 350 consultants from all over the world.

Part of the NoA Family
We are part of a bigger family

NoA Ignite is a part of The North Alliance (NoA), a closely-knit family of design, communication and technology companies with Scandinavian roots.
Our company culture is influenced by our Scandinavian roots

We want our people to have the feeling they are at home in our company. We believe that our employees’ happiness, engagement and sense of involvement have a positive effect on the work they do.

Our people get a lot of autonomy, which is a great motivator for self-development. It also empowers our employees to take responsibility and foster close relationships with our clients. This way, we offer the best service to our clients and continue to grow as a team and company.
Our **values** help us to navigate a dynamic industry

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**Diverse**
Our international team embraces individual differences, promotes diversity, and fosters an environment of openness, acceptance, and respect.

**United**
We move forward together. Every win is a collective one.

**Trusting**
We trust the skills and good intentions of our coworkers and clients, and always communicate in an open and transparent way.

**Curious**
We bring excitement and energy into the work we do. We offer everyone the freedom to explore different fields to improve themselves and our service offering.

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*Part of the NoA Family*
We are a team of talented people

Our people are our biggest asset and we take this very seriously. We create an environment that helps our people grow while maintaining a healthy work-life balance.

Whatever our people’s talents or aspirations are, we encourage and support them to bring out the best in themselves, and we encourage everybody to boast their real talents.

We value everyone’s input and try to offer a safe environment for everyone to voice their opinions.
Our approach to business is user-centered

User needs and business goals are the foundation of every digital product that we build.

To make sure user needs are met, we work in short iterations with frequent releases and continuous testing.
We believe in an agile process...

With continuous iteration and optimisation, we develop products and services to take our clients' business to the next level.
...and constant communication

Our products and services solve specific needs for our clients and their customers. We work as a close partner with our clients to get the best possible understanding of the business context and to offer the best possible recommendation.
We offer integrated solutions

For our digital products, we combine our expertise in technology, design and content.

But a clear strategy is always the foundation that offers guidance to bring these disciplines closer together and offer smart and effective solutions.
Our capabilities

We offer tailor-made digital solutions and unique business propositions to our clients. Here is how we can help you.

Enterprise CMS

Enterprise CMS Complex, multilingual or content-rich platforms. We know which CMS to choose and how to implement and optimize it for your business.

Integrated Digital Platforms

We integrate all your tools and applications into one platform for higher cost-efficiency and a smooth user experience.

Content creation & optimisation

We have the tools and strategy to create compelling multilingual content, manage it on your platform and measure its performance.

Mobile first e-commerce

We craft mobile first e-commerce solutions that increase conversion and help you build an engaging user experience across all devices.

Part of the NoA Family
Our capabilities

DXPs are the very heart of offering. This digital ecosystem of different solutions is the core of a long-term strategy for businesses to improve their operations and boost customer satisfaction.

**DXP Digital Experience Platform**

DXPs merge software solutions, such as CMS’s, e-commerce sites, and intranets into a coordinated ecosystem. The architecture is flexible and enables the integration of other solutions, data analytics, or optimisation tools. Different APIs exchange data between the solutions.

Customers have a consistent experience on different touch-points such as web, mobile or other devices.
We work with the biggest names

We cooperate with some of the biggest players in the industry to constantly optimise our service offering. We make sure to work only with experts in their field.
We stay on top of technology

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<th>Enterprise CMS</th>
<th>Machine learning &amp; AI</th>
<th>Enterprise search</th>
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<td>Large or small companies, internal or external platforms, marketing or sales. Whatever business goals you have, whatever the size of your company, we know which CMS to advise.</td>
<td>These two concepts have created quite a bit of buzz in the industry lately. We love to explore how we can use this approach in our clients' industry, be it with chatbots, cognitive search technologies or other.</td>
<td>Elasticsearch is an excellent search engine that is flexible and easily scalable for big data analytics. We know how to harness this technology in the digital solutions for our clients.</td>
<td>We create online sales products and platforms for our clients and use a number of different technologies.</td>
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Part of the NoA Family
We have a diverse portfolio

We have dozens of projects under our belts for companies across many different industries. Still, there are a few sectors that we specialise in.

For these industries, we already have a solid understanding of the key trends and digital challenges. This knowledge helps up to create solutions effectively and efficiently. But we do enjoy a challenge!
We don’t like to brag, but…

…we do like to ignite. We believe we are a great digital partner to work with. But don’t take our word for it. We have many clients who will gladly confirm our claim.

“We have an open, transparent relationship with NoA Ignite team. That’s key to our success over time. During our project, which was very broad in terms of scope, they have structured workflow and implemented tools to streamline our cooperation. The consistency and quality of their support impressed us. We’ve been engaged with them for several years, working with many different account managers and personnel, but the quality of service has always been very high.”

Matt Shaw
Digital Communication Manager, IBO
We wanted to create a website by for and about people. Supported by NoA Ignite we were able to attract travelers within global audiences with engaging content in 13 languages.

Hans-Petter Aalmo  
Head of Web & Mobile  
Visitnorway.com/Innovation Norway

It feels like we are an important customer to them and they’re really making an effort to help come up with solutions.

Director  
Getinge
NoA Ignite provides long-term web development and CMS migration services. They have worked on three websites, integrating them into one smooth system and taking care of the back- and frontend needs. They deliver good technical work. They are communicative, well managed, and fix any issues promptly and professionally, always delivering results and working as if they are part of the team.

Hanne Svärd
Head of Digital, MatPrat

Together with NoA Ignite to both greatly enhance the visual expression of our web presence and simplify communications of our total offering at the same time.

SATSA
COVID-19

Even though some of our methods usually involve being present in physical space, during the last months we explored new tools, and ways of working with good results. At NoA Ignite we already have experience facilitating online workshops, online user testing and online interviews (the last two is not that unusual, as we do that in “normal” times as well).

On our daily-basis work we incorporate tools and software such as **Miro**, **Teams**, **Zoom** or **Hot Jar**, which make the remote work and cooperation during the project smart and efficient.
Chosen case studies
A native app called “PT Booking.” It allows people to book a session with a Personal Trainer (PT) at a SATS gym. Launched and adopted by all PTs in the Nordic region in November 2016. SATS ELIXIA employs 1500 PTs.

The app currently **saves 3,000 hours each month** - a total of 36,000 hours per year for the entire Nordic region.

[Read more →](#)
Visit Norway

An international team of journalists, editors, SEO consultants, and photo editors produced and published a wide range of inspiring content about Norway as a tourist destination.

Awarded the Gold Adrian Award 2016

A portal that welcomed almost 15 million users in 2019.

Read more →
Fiks - Sport

We developed a **custom football management system** for FIKS, the core ICT system of the Football Association of Norway (NFF).

The platform has 27,000 active users. Daily administration goes more smoothly, thanks to **tailor-made modules** for clubs, referees, NFF regions and NFF centrally.

The data platform now contains a whopping 350,000 active football players, 15,000 active futsal players, approximately 3 million games in 80,000 competitions, 5,500 active referees, 20,000 yearly player transfers, 1 million people, 1,800 active clubs and 3,000 arenas.

Read more →
Skadefri

The website Skadefri gives **advice on how to prevent injuries**, giving first-aid when they happen, and how to do proper rehab to get back in the game.

The Skadefri.no website rose to stardom in 2017, with **approximately 150,000 visitors**.

The **flexible content management platform** has allowed the Oslo Sports Trauma Research Centre (OSTRC) to create hundreds of new exercise videos for injury prevention. This content could then easily be cross-published on skadefri.no, as well as the Skadefri and IOC Get Set mobile apps.

[Read more →](#)
MatPrat helps to **promote Norwegian farmers and their products** and wants to educate school children about cooking and related topics. We helped them to integrate their **3 websites into a smooth system**.

MatPrat's decision to go digital and focus on the websites has paid off: Hundreds of Norwegian schools are using MatPrat’s online recipes and step-by-step instructions, and over 400 schools have already bought the Matopedia teacher solution – **impressive numbers** in a country with a population of only 5 million people.

[Read more → Foodtech](#)
Meny

NorgesGruppen, Norway’s largest grocery wholesale group asked us for help to become an online retailer. This was the start of a complex e-commerce project for online grocery shopping for Meny.

By delivering online grocery shopping at national scale in Norway, Meny is leading the revolution of modernising grocery shopping. In 2019, sales have doubled and six months into 2020, Meny is Norway’s second-largest on online grocery shopping.

Read more →
Coop

For the Swedish retailer Coop, we offered support to **improve customer loyalty** through experiences across digital touch points.

We provided strategic assistance in **updating legacy systems** so new ideas could be brought to life, also paving the way for business innovation. We updated the in-store shopping kiosks, launched the site coop.se, version 3.0, and coordinated the process of moving several key APIs to the Microsoft Azure platform.

Going forward, we will further integrate technology and customer data, and enrich both the **digital and physical shopping experience**.

[Read more →](#)
Save The Children

Save the Children is an NGO that raises money for children in the areas of Health, Education, Child Protection and Child Rights Governance. Each year, Save the Children Norway spends **2,000 hours on processing registration papers** from new givers. This time and resources could be better spent.

We’ve created a Giver Registration App is a fail-safe, secure, and portable system that helps recruiters in the sales process and makes the sign-up process quicker and easier.

By moving to a digital platform, the annual 2,000 hours of administration tasks have been cut to 130 hours annually. The loss-rate of new givers has been reduced from 1,000 annually, to **practically zero**. In addition, the organisation now receives a new giver’s first payment 50% sooner.

[Read more →](#)
IBO is a global educational organisation with a mission to make the world a better place. The client was in need for a partner with the technical expertise to help them build a modern website, with a **smooth user experience across different devices, language versions and with an AA-level Web Content Accessibility.**

IBO hoped to reach more schools and students who’d join their programmes. We were responsible for the **whole redesign process**, we rebuilt the entire information architecture and user interface design. We also did a deep dive in our expertise of **Episerver CMS**, to use its features in the most suitable way.

The end product is a modern, future-proof and agile website of the highest UX standards. It’s an advanced ecosystem of with a vast amount of content, educational materials and curricula, all organised in a way that’s easily digested and easy to handle.

[Read more →](#)
Global Non-profit Sport Organisation

At large events, official representatives need special clothes so that they are easy to spot in the crowd. In one of our recent projects, we had five weeks to digitise the process of taking body measurements and ordering uniforms for a long-term client. The time constraints required both rapid development and a flexible approach. The team used a set of Agile practices to deliver the project. The development used weekly iterations and every week ended with a review meeting that always included one or more actual users.

In five weeks we designed a responsive solution and integrated it with the client’s internal ecosystem. The app was also a way for our client to show that they are able to create a modern and user-friendly digital application within a short time scale.
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