Media kit

Company name & Logos

The Name: The AIMS Innovation name must always include a space and AIMS as well as the I in Innovation must be capitalized. It should never be spelled Aims Innovation.
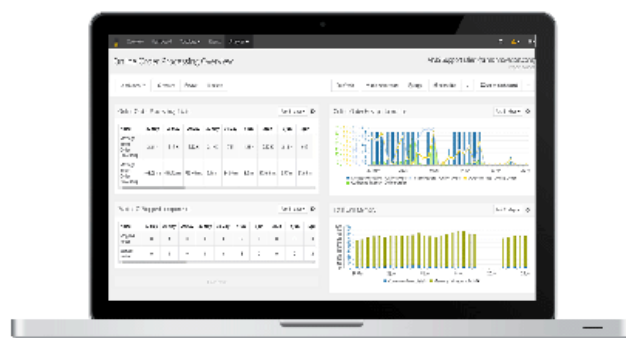
AIMS Innovation

Aims Innovation

Please use these logos:
(Click pictures for full size)

The below picture can be used to illustrate the software AIMS for BizTalk

About AIMS Innovation & AIMS software

AIMS Innovation is a hi-tech software company with offices in the United States and Oslo, Norway. Our technology originates from the internationally recognized research environment at the University of Oslo. AIMS software delivers enterprise solutions based on advanced patent-pending technology for pattern recognition, enabling proactivity for our customers.

AIMS Innovation targets the high end of the market with advanced hi-tech products. A typical AIMS Innovation customer is a medium to large company that has some form of integration of business processes, supporting internal and/or external business processes. In most cases, the integrated solutions are communicating using a central hub; an integration platform, which is critical for business and where a crash would represent substantial expenses and/or loss of reputation.

The AIMS Innovation customer has already invested heavily in integration middleware and integration projects, and needs a proactive software solution to predict serious events that may cause system breakdown. AIMS software technology analyzes the system, detect patterns and predicts possible problems. This provides the customer with precious time to react and plan ahead to avoid the problems.

Biographies

Ivar Sagemo, CEO

Significant experience in building SaaS businesses with broad skills base in finance, strategy, innovation, operations and development. Previous Global Head of Distribution Services at Thomson Reuters where he was responsible for global roll-out of the Hugin platform (acquired by Thomson Reuters from NYSE in 2009). Dedicated to hands-on approach, lean and scrum. B.Sc. Business Admin from Univ. of Colorado, Executive Education in Strategy & Innovation from MIT Sloan.

Marius Wergeland Storsten, CTO

Extensive knowledge about the integration market and possesses deep understanding of architecture, development processes & operations of integration solutions. Been responsible for the delivery of complex integration solutions for the past decade on the Microsoft BizTalk platform with engagements spanning across some of the biggest companies in Norway & Germany. Holds a MSc Computer Engineering from UiO (University of Oslo). He previously held positions in ErgoGroup, Communicate, Siemens ICM and Siemens Business Services.

Board of Directors

Tor Bækkelund
Chairman of the board

Stig Nordal

Bjarne Tvete

Steinar Kristoffersen

FAQ

Q: What is the difference between AIMS for BizTalk and BizTalk360

A: In short, AIMS is a pure APM / proactive monitoring tool, while the BizTalk360 core function is administration. Take a look at our [list of unique AIMS features](#) to get a better overview. AIMS is a self-learning solution which automatically sets up proactive monitoring with high-resolution, while the BizTalk360 monitoring capabilities are quite limited and are set up manually like SCOM. **AIMS and BizTalk360 are NOT products from Microsoft.**

Q: What makes AIMS for BizTalk different than other systems available in the market?

A: The primary difference between AIMS for BizTalk and other solutions is that we provide pro-active alerts enabling users to resolve problems before they occur. This is the most important benefit from the real-time message tracking we do. Another differentiator is the real-time insight our topological map provides enabling simplification in BizTalk operations.

Q: What do you mean by pro-active and how can you do you do it?

A: By pro-active we mean notification before a situation arise. We are capable of providing pro-active alerts because we do real-time monitoring of traffic and performance counters. We store all the data and create normal behavior patterns for all components. In a typical system we track in real time hundreds to a few thousand parameters. Every couple of seconds we calculate deviations for these parameters and run a number of algorithms to discover future problems.

[See more FAQ's on our support page](#)

Contact Information

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