

**RELEASE****Novature launches a new worldwide Microsoft Dynamics partner platform**

Leusden, The Netherlands, 21 July 2022 - **Novature is a new international platform of Microsoft Dynamics Partners that launched in July 2022. With 350 employees, Novature has an expected turnover of more than 150 million euros. Novature is an initiative of two established Microsoft Dynamics parties: Companial with offices across Europe and DycoTrade in Aalsmeer.**

Novature concentrates on Microsoft Dynamics Business Applications and Power Platform. Novature is ambitious in its growth plans and wants to join forces internationally with other Dynamics Independent Software Vendors (ISVs) to support partners and customers in their digital transformation. "Digital transformation is the core of the growth for companies all over the world," says Novature's Louis Rustenhoven, CEO. "Our vision is that we will only be able to manage this when we act as a collective platform together with specialized Dynamics partners. The focus is on IP, but the platform also supports resourcing, technical and business services as well as training. It is the perfect starting point for partners and their customers to benefit from the advantages of a modern, scalable and specialized Microsoft-based business application platform."

Novature offers Dynamics ISVs access to a pool of knowledge and resources, which is difficult for individual companies to gain access to. "Novature will attract innovative business leaders who are happy to share their knowledge and experience with other businesses," says Arie Willem van de Plas, CEO of DycoTrade. "Novature offers literally hundreds of years of Microsoft Dynamics experience. Our partners and their customers benefit from expertise in the area of Business Applications which is second to none. This is how to stay relevant as a partner and customer in this rapidly changing world."

**Pioneers**

Companial is one of the companies which partnered with Novature at the launch. Companial is a leading Microsoft distributor of Cloud platforms for more than 1,000 Dynamics implementation partners worldwide. In the past few years Companial has expanded its services in areas such as training, outsourced development, migration and upgrade services and more recently to provide an ISV Marketplace. Within Novature, Companial is able to take its partners' services to the next level by opening up horizontal and vertical IP on the Dynamics platform for these partners.

Novature's goal is to add Dynamics ISVs with (horizontal) IP to its platform by means of a buy-and-build strategy in the coming years. DycoTrade is the first ISV on the platform. DycoTrade has been providing Dynamics software solutions since 2001 with applications in commodity trading for the worldwide supply chains of the food, feed and metal sectors. In addition, DycoTrade also supplies horizontal applications such as currency exchange and tax calculation. All DycoTrade solutions are based on Dynamics 365, making DycoTrade one of the leading Microsoft ISVs in the Microsoft Dynamics ecosystem.

Both Companial and DycoTrade remain independent companies within the platform, operating under their own brand. Novature was established thanks to an investment of the investment company Quadrum Capital.

**END OF PRESS RELEASE**

**Editors note:**

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**About Novature**

Novature is the new holding company of Dynamics businesses that share a similar ambition: to digitally transform business of all sizes through business applications based on Microsoft Dynamics and Power Platform. Novature is founded in July of 2022 with the merger of Companial and Dycotrade. [www.novature.com](http://www.novature.com)

**About Companial**

Companial is a service provider and Microsoft distributor for all Cloud platforms and solutions for more than 1,000 Dynamics partners worldwide. Companial has 8 offices in 7 European countries. The company arose from intensive cooperation between 1ClickFactory, an experienced provider of automated technical services to Microsoft partners, and QBS Group, a SMB Value Added Distributor for the international network of Microsoft Partners. Companial's mission is to enable every Dynamics partner to exceed the expectations of its customers in relation to the four C's: Community, Competency, Capacity and Capability. [www.companial.com](http://www.companial.com)

**About DycoTrade**

DycoTrade has been providing software solutions and services since 2001. It wants to become the industry standard solution for commodity trading companies in the worldwide supply chains of food, feed, and metals, with the goal of increasing revenue, reducing costs, improving business processes and reducing risks. With various developed applications, based on Dynamics 365, DycoTrade is a Microsoft ISV partner with many Microsoft Gold (6) and Silver (2) certificates. DycoTrade is based in the Netherlands and has (large) international customers and partners worldwide in more than 40 countries. [www.dycotrade.com](http://www.dycotrade.com)

**About Quadrum Capital**

Quadrum Capital is an independent investment company that helps businesses in the mid-market segment in the responsible realization of their growth ambitions. Quadrum Capital has offices in Almelo and Woerden and is characterized by its entrepreneurial spirit, a strong regional presence, close involvement with its clients, and a no-nonsense mentality. The cooperation with Novature fits within Quadrum's IT focus. For more information, go to [www.quadrum-capital.nl](http://www.quadrum-capital.nl)