

Market leader's new name is CivilPoint Oy

CivilPoint Oy which offers software solutions for the infra sector, has renewed its name and the whole look of its brand. The company, formerly known as Vianova Systems Finland, is the market leader in its field in Finland. Company's new name and look refer to infra.

"A significant part of the infra projects in Finland are carried out with the software we represent. Applications are used both in the design and construction phase. The sector is changing all the time, and people have to manage increasing entities and larger volumes of data in a shorter space of time. The new look of our brand reflects the pioneering role and professionalism that the software and professional services we offer represent", says Civilpoint's CEO Tuomas Hörkkö.

The company, which changed its name to Civilpoint in April, is an authorized reseller of Trimble and Autodesk software and provides its software customers comprehensive support, training and consultancy services.

"The infra sector is often perceived as conservative, but now there is a lot of new young workforce coming to the sector, and we want to make the sector as well as our company attractive. After a successful year, the time was right to refresh the brand and get ready for the 30th anniversary of Civilpoint. The orange, familiar from the times of Vianova, represents our energy, and the metallic turquoise refers to the creative development work with the help of which we are boosting our client's business", describes Tuomas Hörkkö.

Civilpoint Oy employs 21 persons and is mainly owned by its personal. The refreshment of the brand was announced on 5th April during the traditional Vianova Days in Lappeenranta, Finland. The next CivilPoint Days will take place from 11th to 12th April 2018.

Further information:

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