

Article about OptiMobile in Kauppalehti, the Finish business newspaper

The Finish business newspaper Kauppalehti has published an interview with the CEO of OptiMobile, Lars Rutegård. In the article Lars Rutegård highlights the value and importance for operators to become more agile, reduce product lifecycles and introduce new products and services to the market in a shorter time period. With the OptiMobile solution the operator dynamically and cost-efficiently can design and customize new unique products and services, targeting specific markets and customer segments. All based on the same platform and system setup, fully scalable to fit the needs of all types of the operator.

The full article can be read at the Kauppalehti website:

[Operaattoreiden on löydettävä uusia tulolähteitä](#)