



nventive, Mobile Design and Development Firm, Expands to Toronto

TORONTO (October 4, 2016): One of Canada's leading mobile design and development firms, [nventive](#), headquartered in Montreal, has announced its expansion to Toronto. The company will continue to grow its strategy and design business while delivering best-in-class mobile apps for its clients across North America.

"Mobile apps are exploding in popularity right now and expanding into Toronto was necessary to help our clients raise their game along a range of application needs. Brands that work with us want nventive to be more involved with their business. The Toronto office also opens new doors for us in terms of new business and recruiting high-quality talent," said Francois Tanguay, CEO, nventive. "We're bringing to Toronto a smarter approach to mobile, one that focuses on creating truly relevant and context-based experiences."

The need for nventive's growth is inevitable, as mobile application usage and adoption continue to grow for consumers and businesses. A recent [report by e-Marketer](#) found 86 per cent of adults spend time on apps rather than using mobile browsers.

nventive is successful in growing its client-base, because of its rapid and scalable approach to development. The company puts an emphasis on an insights driven culture which enables them to iterate quickly using data. Clients lean heavily on this for greater in-market success.

Recently, nventive worked with the hockey equipment company, CCM, to build the [CCM Skills App](#). The interactive app lets users train alongside National Hockey League Player, Lance Pitlick, in a series of fun and challenging drills that will help improve technique on and off the ice.

About nventive

nventive is a software company committed to creating exceptional mobile applications for its clients. Using strategy, experience design, technology and analytics, nventive works with organizations to find customized solutions to their digital objectives. With offices in Montreal, Toronto, and New York, its team of 100 developers and designers, have built over 300 unique mobile apps for leading brands such as Twitter, Paypal, and CCM. For more information, visit: www.nventive.com.



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