

Avangate

Avangate Unveils Key Strategy for Revenue at SIC 2008

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Avangate, full service provider for electronic software distribution and reseller management for software vendors, returns to the Software Industry Conference with solid know-how on how to increase business and sales volumes. Between 17th and 19th of July the Avangate team meets software professionals at SIC with three key presentations on software business and web marketing, as well as for free advise and knowledge sharing at the Avangate Hospitality Suite.

This year at SIC Avangate is presenting its latest developments as well as the multiple benefits derived: best product licensing management tools on the market that integrate powerful features suitable for any software business models: unique product upgrade feature, product renewal and license lifetime, subscription model with recurring payments as well as the recently launched CodeBox secured licensing tool co-developed with SoftAnchor from Uniloc. The Avangate performing tools for advanced product licensing management and the know-how offered on how to capitalize on foreign markets represent the Avangate key to unlock high software sales volumes.

"Business nowadays depends on ability to adopt a 360 degrees business attitude, and we at Avangate keep on developing tools and know-how to support our clients do this. The US software market is a part of the pie; we are now coming to SIC to talk about the European experience which can amount to up to a third of the Worldwide sales" pinpoints Carmen Sebe, CEO at Avangate. "Doing business in Europe requires, of course, different strategies and a reliable partner, and we are happy to provide at the highest standards" adds Carmen, who is giving an insightful presentation on a hot business issue: "Capitalizing on Foreign Markets", on Thursday, 17th, 02:15 PM.

"Web marketing is already the norm in promoting a software business and innovating means gaining competitive advantage. Adopting social networking for B2Bs or promoting on a low budget with best conversion rates are tricks of the trade we are happy to share this year at SIC" says Adriana Jordan, Web Marketing Manager at Avangate. Adriana is challenging audiences on two marketing issues with great potential to strengthen software companies' standpoint, product visibility, and sales volumes: "Social Networking Media" on Friday, 18th, 3:30 PM, and "Effective Advertising and Marketing" on Saturday, 19th, 10:15 AM.

"We are very proud of what we are doing at Avangate because we have good feedback from our clients that our services and tools bring them better revenues. At SIC 2008, we are confident to have, for example, advanced tools to manage product licensing models and we would like to share as much knowledge as possible as well as debate on the optimum solutions to make money in the software business" says Cristian Badea, CIO at Avangate.

Prior to SIC event, details about all novelties announced are available on the dedicate event page - www.avangate.com/sic-2008/. Here, software professionals can also pre-establish one-to-one meetings with Avangate specialists just by sending a reservation email directly from this page to Carmen, Adriana, Cristian or Laurentiu.

About Avangate

Avangate provides solutions for electronic software distribution and reseller management, assisting software companies worldwide in successfully selling their products online and at the same time efficiently managing a distribution network. The company's offer includes an eCommerce platform incorporating an easy to use and secure online payment

system plus software marketing services and additional marketing and sales tools such as an affiliate network, automated cross selling options, software promotion management, real time reporting, 24/7 shopper support, and the ARMS reseller management program specifically designed for software sales.

More information can be found on the corporate website, at www.avangate.com

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