

Avangate shares knowledge on business strategy at ESWC 2008

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Avangate announces its participation at the 8th annual European Software Conference (ESWC) as Premiere Sponsor, panelist and software marketing myths buster. Avangate experts will contribute to panel discussions and deliver presentations on software business issues, while an additional prize will be offered to the Epsilon Award Winner, supporting the ISV community.

Amsterdam, The Netherlands - Avangate, full service provider of electronic software distribution and partner relationship management solutions for software vendors, announces its participation at the 8th annual European Software Conference (ESWC) as Premiere Sponsor. Avangate experts will contribute to panel discussions and deliver presentations on software business issues, while an additional prize will be offered to the Epsilon Award Winner, supporting the ISV community.

The 2008 edition of ESWC, entitled "Open all Senses", takes place on November 8th and 9th in Berlin, Germany, at the Maritim proArte Hotel. The Avangate team will have an active role in this year's event, sharing expert knowledge in two key discussion panels on effective ISV business and eCommerce services, as well as via a presentation on software marketing:

* Saturday Nov. 8th, Adriana Iordan, Web Marketing Manager at Avangate, together with Sharon Housley, Notepage Inc, will be the myth busters, exposing in a joint presentation the most frequent mistakes from the ISV industry: "Software Marketing Myths Exposed".

* Sunday Nov. 9th, Adriana Iordan will be a panelist on "ISV business - how to make it effective".

* Sunday Nov. 9th, Rully Hossu, eCommerce Business Consultant at Avangate, will discuss "Concepts of selling: eCommerce services for the (Micro-) ISV, Retail Software, Distributors and Resellers", on the second ESWC 2008 panel.

"Independent Software Vendors must cut costs by selling and spending efficiently. Avangate experts are ready to share competent advice on new market strategies and the right tools to use. At Avangate, we believe in helping independent software vendors with flexible solutions tailored for every business", says Adriana Iordan, Avangate's Web Marketing Manager.

Avangate experts will be available at the company's exhibition stand to offer independent software vendors free one-to-one consultations, supporting them in making their business more productive. Adriana Iordan will provide guidance on web marketing strategies and techniques (including increasing web marketing ROI with smarter strategies) and Rully Hossu will share valuable expertise on sales issues (high conversion sales tips are on the agenda).

In the continuous effort to sustain the European ISV community, this year's Epsilon Award Winner for extraordinary independent Software Development will receive an additional prize from Avangate - Web Marketing services worth EUR 1,000. More details on Avangate's participation in the software conference can be found on the Avangate corporate website.

Avangate website:
<http://www.avangate.com>

Avangate at ESWC:

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

<http://www.avangate.com/eswc-2008>

ESWC:

<http://www.euroconference.org/>

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, software promotion management, real time reporting, 24/7 shopper support, and the ARMS reseller management program specifically designed for software sales.

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