

Avangate Enhances Support for Russian Speaking ISVs

Avangate B.V. announces its first educational webinar for Russian speaking ISVs where Eugen Rosca, Key Account Manager at Avangate, will give ideas and share practical advice for promoting software globally and improving sales during the economic crisis.

Amstelveen, The Netherlands – Mar 9, 2008 - Avangate, full service provider of electronic software distribution and reseller management solutions for software vendors, today announced the launch of the [Avangate Russian blog](#) and the opening of the registration for the “3 Steps to Boost Software Sales during the Crisis” webinar, held March 12th, the first in a series of online presentations aimed at providing support for ISVs in the Russian zone.

The webinar will be useful for the Executives of ISVs, IT professionals, owners of IT startups and journalists from IT press from Russia, Ukraine and other countries of the CIS.

“The export software development market in Russia and the CIS is growing rapidly, and I am sure the Russian version of our website, Avangate Russian blog, and webinars for Russian ISVs will support this growth,” noted Avangate Global Sales Manager, Laurentiu Ghenciu. “Russia and other CIS countries is a very important market for us, therefore we provide our Russian speaking clients with full support in their language.”

Adding to the existing dedicated [.ru website](#), expert commercial and legal support for the CIS, the new series of tools is focused on leveraging Web 2.0 opportunities in terms of social networking and at the same time on offering Russian software vendors help and advice to tackle the current economic crisis and moreover expand their businesses to international markets.

Besides the webinar and the Russian blog, Avangate enhanced the content of the [.ru website](#) with an article section, free tools for the software business and a featured vendors section for Russian speaking affiliates. Avangate, active member of the ISDEF Association, will participate at ISDEF spring edition of 2009, in April.

The “3 Steps to Boost Software Sales during the Crisis” webinar focuses on identifying and implementing new methods and smart incentives for increasing sales without significant capital or risk. The presentation is delivered by Eugen Rosca, Key Account Manager at Avangate. Part of the team dedicated to the Russian market and with a proven track record of success in the Russian software business, Rosca is a known figure amongst Russian ISVs, having participated and presented at previous editions of ISDEF.

The webinar takes place Thursday, March 12th 2009 at 15:00 MSK/ 12:00 GMT. To register, please go to <http://www.avangate.ru/webinar/avangate-russian-2009.php>

To read and comment on the newly launched Avangate Russian blog, go to <http://blog.avangate.com.ru>

About Avangate

Avangate provides electronic software distribution and reseller management solutions, assisting software companies worldwide in successfully selling their products online and at the same time efficiently managing a distribution network.

Tailored for software sales, the company's offer includes a full-featured secure eCommerce platform, results-driven web marketing services, an affiliate network and the ARMS reseller management system. Avangate's expertise in the software business can help vendors increase their visibility on the Internet, maximize access to additional selling channels and generate software sales online and offline.

More information can be found on the corporate website, at www.avangate.com, and on the company's blog, at <http://blog.avangate.com>

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