

Avanquest Solutions launches 'Partner Online'- a European web portal for Resellers

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Partner Online (<http://www.resellers.avanquest.com/uk>) is a new resource for Avanquest Reseller Partners.

Partners can download and 'purchase with a click' from an extensive range of corporate software marketed by the Group.

Partner Online will support Avanquest's expanding European Partnership programme – Gold Partners working with large corporates and Silver Partners addressing the needs of small to medium businesses (SMBs).

Avanquest is already established as an online software provider. The Avanquest Online Shop (<http://www.avanquest.com>) sells a huge range of software titles – from greeting card design to utilities.

Partner Online takes this successful business model to the purchasers of professional software.

The new portal combines the benefits of a comprehensive online catalogue with simple and instant purchase and delivery. Resellers save costs on shipping and storage and there are no delivery delays, which all helps to maintain a competitive advantage.

- Flexibility: Purchase and download 24 hours a day, 7 days a week.
- User friendly: Easy to find and select software. An automatic link to download is quickly generated and a licence key issued.
- Attractive financial terms: Flexible and varied choice of payment methods - deferred, direct debit or monthly instalments.
- No minimum order and free telephone support.

Chris Thompson, Managing Director, Avanquest Solutions said, "Sales from the Avanquest Online Shop account for 13% of our turnover. Creation of this new portal for Resellers complements our distribution sales strategy. It opens a new channel for marketing software solutions to businesses and gives our Reseller Partners greater flexibility and responsiveness."

The Partner Online portal is at: www.resellers.avanquest.com/uk

About Avanquest Software:

Avanquest Software is one of the world's leading software developers and publishers, with operations in Europe, North America and China. Marketing its software titles through Retail, Corporate, OEM and Direct-to-Consumer channels. The company is committed to innovation in the design, development and publishing of world-class, easy-to-use and affordable software. Avanquest Software is listed on Euronext (ISIN FR0004026714) since December 1996. Additional information is available at www.avanquest.com.

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