

# ActiveXperts Software expands operations into the Middle East by forming a strategic partnership with MindSoft Middle East LLC

Submitted by: ActiveXperts Software

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June 26, 2012 – ActiveXperts Software expands operations into the Middle East by forming a strategic partnership with MindSoft Middle East LLC.

ActiveXperts Software today announces it has expanded its operations into the Middle East market by forming a strategic partnership with MindSoft Middle East LLC., a software solution provider with an impressive presence in the Middle East market.

ActiveXperts specializes in SMS software solutions. With the rapid of growth of mobile phones, almost every person does possess a mobile phone.

Rather these days most of the companies are in favor of using the SMS technology as the medium of communication with their customers.

Syed Asim heads the MindsSoft marketing and sales operations for ActiveXperts Software in the Middle East. "We already have proven in time to bind the right customers for ActiveXperts to implement their SMS projects. This includes large customers from UAE, including Al Noor hospital (Hospitals), ADCO (Oil&Gas), RTA (Roads&Transports) and many others" according to Mr. Asim.

"By providing excellent value for money, we have proved that we can deliver affordable SMS solutions to our market. Through our friendly, relaxed way of doing business, we demonstrate each day that we're a reliable, proactive and professional partner to our customers."

"Middle East is a key market for ActiveXperts and the region holds an enormous SMS business potential for both ActiveXperts Software and MindSoft Middle East. Our target is to incrementally increase our marketing and sales in the region and improve on last year's very positive growth.

We also want to assure our continuous and ongoing support to MindSoft Middle East in the region," said Bart Jonkman, CEO of ActiveXperts Software.

"We expect a high turnout of companies from UAE, Qatar, Saudi Arabia, Oman, Kuwait, Jordan and Iraq, among others countries from the Middle East region" added Sirp Potijk, head of development of ActiveXperts Software.

About ActiveXperts SMS solutions

ActiveXperts SMS Messaging Server is a messaging framework to automatically send, receive and process SMS messages. The framework is designed to implement virtually any project where low-and high volume SMS and e-mail messaging is required. The software works with the most common database engines, including MS SQL Server. For more information on ActiveXperts SMS Messaging Server, see <http://www.activexperts.com/sms-messaging-server>

About ActiveXperts Software B.V.

ActiveXperts Software B.V. - ActiveXperts - is a privately held company headquartered in the Netherlands (Hengelo), with a branch-office in Italy (Milano). ActiveXperts is a leading provider of Windows networking- and communication software. Founded in 2003, we support more than 10,000 customers worldwide.

Its most widely known products are the ActiveXperts Network Monitor and ActiveXperts SMS Messaging Server. ActiveXperts sells its software products worldwide through a network of resellers and online through the internet, and provides software development and consulting services to companies all over the world.

For more information on ActiveXperts, see <http://www.activexperts.com>

About MindSoft Middle East LLC.

MindSoft Middle East LLC to be the "First Choice" for its customers, principals and employees alike & to be recognized as a pioneering multinational. MindSoft's aim is to be the top ranked organization in sales and support of our product range and look forward to achieve an annual user base growth of 20-25%. The sustainable achievement of above mentioned goals is envisaged through expanding and consolidating its market base & by utilizing international best practices.

For more information on MindSoft Middle East, see <http://www.mindsoftme.com>

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