

Sell Software Online in Asia with Avangate

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Agency: **Avangate**

November 8, 2007 - Avangate BV, full service provider for electronic software distribution and reseller management for software vendors develops multilingual tools to support its clients penetrate local markets, consolidate their network and amplify revenues. Japanese and Chinese language add now to the English, Czech, French, Spanish, German, Dutch, Italian, Romanian ordering pages featured by the Avangate eCommerce solution.

“The software business is probably one of the industries that best fit the concept of ‘global thinking, local acting’. Localizing the Avangate ordering interface for sales-wise interesting European countries is already a strong tool that couples with the software vendors’ own local market penetration strategy and Avangate support for local promotion,” declares Laurentiu Ghenciu, sales manager, Avangate. “Adding Japanese and Chinese is a key tool to open new business development directions on the Asian software market who currently has 56.5% of the worldwide internet users,” adds Laurentiu.

Software vendors using Avangate can come with a fully localized approach: ordering pages and emails, which positively influences shoppers to complete checkout process, return, and further recommend the shop.

The multilingual feature is linked to the geo-location tool also developed by Avangate, which tells the system where the shopper comes from and commands the display of the local currency, while the corresponding language is identified and automatically displayed depending on the default browser language. Vendors can also verify stat reports in Avangate Control Panel and measure impact on specific markets more accurately with each new language introduced.

“Avangate is already offering its clients online promotion on local markets through search engine marketing, software submission on local download portals, press release writing and distribution, RSS promotion issuing and translation with partners for countries with highest potential for selling software. Introducing Japanese and Chinese for the ordering interface is a step forward on a huge market,” says Adriana Iordan, web marketing manager, Avangate.

Avangate solution is designed to meet software vendors needs, it is based on market observation and is continuously upgraded with features that add to customer-oriented approach, generate detailed and user friendly reports to support sales force in their decisions, or act directly upon the shoppers’ decision to buy.

The focus on localization implies displaying product price in national currency, through automatic conversion or custom set-up by the vendor, ordering pages, order confirmation and follow-up emails in local language, online promotion with local web marketing tools. Further Avangate developments will answer market opportunities and software vendors’ strategies: expand the list of supported languages, establish promotion partnerships on local markets and intensify customer experience within the ordering process.

More on features, benefits, developments is available on the official website www.avangate.com

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Avangate B.V. 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 myAvangate 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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