

Avangate Sponsors ISDEF - The Independent Software Developers Forum Spring 2009

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Focus on tackling the economic crisis at the 7th participation of Avangate in the Russian event

Amstelveen, The Netherlands - Apr 14, 2009 - Avangate, full service provider of electronic software distribution and reseller management solutions for software vendors, today announced it will sponsor and participate at the Independent Software Developers Forum (ISDEF) Spring 2009. The event will take place 24-26 April, 2009 at the Baltika Hotel in Kaliningrad, Russia.

In a round table format, the spring edition of ISDEF is centered on how to work, live and develop during the recession. Avangate will contribute to "New strategies for saving money and generating new revenue during the current global economic crisis ", session held on the second day of the conference, Saturday, April 25 at 17:30.

The participation in this panel discussion is a reinforcement of Avangate's support for Russian speaking ISVs during the economic downturn, pinpointed by the launch in March earlier this year of an online presentation series, lead by "3 Steps to Boost Software Sales during the Crisis" (webinar in Russian). Following this line, Avangate also offers Russian software vendors help and advice on how to expand their businesses to international markets, with a dedicated .ru website and blog in Russian , together with expert commercial and legal support specifically tailored for companies established in the CIS.

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 blog.avangate.com/

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[You can find this press release here](#)