



Focus Softnet Signs Capital Group As Bahrain Distributor

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The leading business solutions vendor is also looking to sign up channel partners across the Middle East and North Africa, for its latest product - Focus Reach, created specially for small businesses.

PR9.NET December 14, 2006 - Manama, Kingdom of Bahrain: Focus Softnet, the leading software development company in the Middle East, today announced that they have appointed Capital Group IT as their partner to promote their recently launched product - Focus Reach in the Kingdom of Bahrain. Capital Group IT, a leading IT solutions provider, will aggressively promote Focus Reach through the retail channel in Bahrain. Focus Softnet is also on the look-out for channel partners in other Middle East and Northern Africa countries as well.

Speaking on the partnership, Mr. Syed Mohammed, Country Head of Focus Softnet Bahrain, said, "We are excited to sign up Capital Group IT as our partner in Bahrain. Capital Group has the knowledge, expertise and strong customer base, which makes them an ideal partner to promote Focus Reach. By partnering with a highly reputed and established IT Solutions Company like Capital Group IT, Focus Softnet is confident of capitalizing on the market potential in Bahrain."

"We are looking forward to working closely with Capital Group and are confident that this partnership will help Focus Reach strengthen its position in Bahrain by leveraging Capital Group's extensive market reach and support expertise. The Focus team in Bahrain will be working closely with Capital Group to offer round-the-clock customer service and support to Focus Reach customers." Mr. Mohammed added.

Focus Reach, a new age business solution created specially for the SOHO segment, offers several features and tools that makes installation as easy as plug-and-play. The product's modules cover every aspect of an organisation's functioning including Financials, Sales, Inventory, Purchase, Job Costing, Production, Payroll and Cheque Management.

"We are happy to sign up as a distributor for Focus Reach in the Bahrain. Focus Reach is not only a feature-rich management solution for small businesses but it is also very competitively priced. Focus Reach can prove to be the perfect solution for businesses which are just starting out as well as small businesses that have grown to a certain extent and are looking for a solution to aid them through the next stage of development. We see a huge potential for this product in Bahrain and look forward to extending our partnership to other Focus solutions as well," Mr. Abdulla Madan, Group Chairman & MD of Bahrain-based Capital Group.

Capital Group IT works closely with major vendors such as Intel, HP, Fujitsu Siemens, Canon, 3Com, Symantec to name a few, in Bahrain. The company also boasts of top-notch companies like Batelco, Arab Bank, Deutsche Bank, Ministry of Agriculture, and Ministry of Defence among its expanding customer base.

Commenting on their channel plans, Mr. Ali Hyder, CEO of Focus Softnet, said, "Unlike the direct marketing approach that Focus has had so far, Focus Reach is being marketed through a distributor and reseller network, as it is a ready-to-use product. Keeping in mind the specific qualities and requirements of the small business as well as the approach of the product, Focus is on the lookout for distributors and resellers who can help grow the product to its full potential. The company is looking for channel partners who have been in the line of dealing with computer hardware or software."

Focus Reach has proved to be a tremendous success in the Middle East, with the company selling thousands of copies of the solution within weeks of its launch at Gitex last month. In addition to signing-up with Capital Group IT in Bahrain, Focus Softnet has also signed up a number of resellers and IT dealers from other countries like Iran, Syria, Jordan and Egypt to name a few.

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About Focus Softnet

Focus Softnet, which commenced operations in 1992, has a strong global presence with offices that deliver a comprehensive range of products and services. With its International Headquarter in Dubai Internet City and with offices across the G.C.C, Focus has a well established infrastructure and an excellent management team. The solutions developed by Focus Softnet are business driven technologies that have been developed in constant consultation with functional and management experts from the industry. Their wide range of products and the modules within them - help seamlessly integrate a wide range of customer requirements. These solutions minimize information bottlenecks and Focus Softnet is always at the clients' service to customise them in keeping with the organisations overall vision and strategy. Major markets of Focus are India, Middle East and Far East.

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