



Focus Softnet Signs Storm Computers As Platinum Partner

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Storm Computers and Focus Softnet set up a seven-member team to exclusively promote, distribute and resell Focus Reach through a channel network in UAE.

PR9.NET April 16, 2007 - Dubai, United Arab Emirates: Focus Softnet, the leading software development company in the Middle East, announced that they have signed Storm Computers as a platinum partner to distribute Focus Reach across the UAE. Storm Computers, a leading distributor of IT Products in the UAE, has recruited an experienced team of sales and support staff to promote and sell Focus Reach through their channel partners and reseller across all the Emirates in the UAE. This partnership has already yielded great results with Storm Computers selling more than 800 copies of Focus Reach through its reseller network and signing up eight new channel partners to promote the low-cost business solution.

"We are happy to partner with Focus Softnet as a platinum partner to promote Focus Reach in the UAE. Storm Computers has been using Focus' products for the last ten years and we are very satisfied with their products. Focus Reach is an amazing solution for small businesses and home users as it is not only feature-rich with many functionalities but it is also lower in cost than any other product in its category. Focus Reach is great value for money and it has already generated fantastic response from the market. It will be a treat for customers who are planning to install or switch to a new accounting software as previously there was limited choice in low cost accounting software in this market. The Arabised version of the product is also very popular in the region," says Mr. Abid Razvi, Managing Director, Storm Computers.

"We were confident Focus Reach would do very well in this region and hence we decided to recruit a strong team of sales and support professionals to exclusively promote this product. We have an entire marketing plan in place to push the sales of Focus Reach across channels and through retail. We also rented advertising kiosks in Abu Dhabi to demonstrate the benefits of this product to customers. We have signed eight channel partners so far and look forward to adding at least ten more by the year end," Mr. Razvi added.

Focus Reach, the low cost business management solution specifically designed for small businesses and SOHO operations, 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, Production, Payroll and Postdated Cheque Management. There has been great demand for Focus Reach in the market as it is great value for money. The company has sold thousands of copies of the software since its launch in November 2006.

"We are happy to partner with Storm Computers as the first Focus Reach distributor in the UAE. Storm Computers has a strong reseller and customer network combined with the vision, knowledge and expertise to make Focus Reach a recognized name in the region. We are looking forward to working closely with Storm Computers and are confident that this partnership will help Focus Reach strengthen its position in the UAE. We will be working closely with Storm Computers to offer 24x7 service and support to Focus Reach customers," said Mr. I.V. Sridhar, Regional Manager, Focus Softnet.

Storm Computers has been a software and hardware solutions provider in the UAE since 1997. Storm has worked closely with major vendors such as HP, Acer, Benq, LG and Intel to distribute their products across the UAE. Focus Reach is the latest addition to Storm's portfolio of best-in-class products. Storm Computers is confident of Focus Reach's success in the UAE and may extend the distributor relationship to other countries as well in the near future.

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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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