



Focus Softnet Signs Distribution Deal With Pristine Computers

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The leading software developer appoints Pristine Computers as a platinum distributor for Focus Reach in UAE.

PR9.NET June 17, 2007 - Dubai, United Arab Emirates: Focus Softnet, as part of its ongoing channel expansion programme, has signed Pristine Computers LLC as its platinum distribution partner for the UAE market. Under the terms of the agreement, Pristine Computers, the new distribution arm of Premier Computers LLC, will work closely with the leading software vendor and set up a five-member dedicated team to promote, support, distribute and resell Focus Reach in the UAE. Focus Softnet, in turn, will manage and support Pristine Computers' efforts enabling the distributor to leverage from Focus' technical expertise and 24x7 service and support to customers.

Speaking on the partnership, Mr. Prem Menghani, Managing Director of Pristine Computers, said, "We are pleased to associate ourselves with a winning brand such as Focus Reach. We see Focus Softnet as an ideal partner because of the company's clear vision, mission and best-in-class products. Focus Reach is great value for money as it offers customers a plethora of features and functionalities for a lower cost making it a far superior product in its category. Focus Reach has several other features that make it an ideal fit for small businesses as they grow in the region. We are confident Focus Reach will do very well in this market and customers will be happy with this amazing product."

"To promote Focus Reach in the UAE, we are following a two pronged strategy. One is to push it through our extensive channel network and the other is to sell it through retail. We have set up a dedicated professional team of sales and support staff to promote Focus Reach across the UAE. We see a huge potential for Focus Reach in this region and look forward to extending our partnership with Focus Softnet to other Middle East and African countries as well," Mr. Menghani added.

Focus Softnet's solutions, such as Focus RT, Focus 5 and 6, have established it as a vendor of repute, whose products help customers in improving overall productivity and efficiency while offering better TCO. The company's vision with Focus Reach is to offer a latest state-of-the-art solution that addresses the SOHO needs with 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. Focus Reach comes with several tools that have been designed to give companies more flexibility and efficiency in the day to day running of the business.

"We are on the lookout for distributors and resellers who can help grow Focus Reach to its full potential. Pristine Computers is the new channel distribution division of Premier Computers, which has years of distribution experience on their own brands and a solid reputation in the market for dealing in computer hardware and software products. They have their own retail showrooms in Dubai and Abu Dhabi and have a direct marketing presence in the UAE corporate sector. Pristine Computers' wide reach in the African markets is also an added advantage. We are happy to partner with them and are confident they will take Focus Reach to new heights and further strengthen our position in the region," said Mr. I.V. Sridhar, Regional Manager, Focus Softnet.

Focus Reach has proved to be a tremendous success in the Middle East, with the company selling thousands of copies of the solution since its launch at Gitex last year. The Arabic version of Focus Reach is very popular and in great demand across the Middle East. Focus Softnet, in addition to signing-up with Pristine Computers in UAE, has signed a number of distributors, resellers and IT dealers in countries such as Qatar, Bahrain, Iran, Syria, Jordan and Egypt as well.

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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.

About Oak Company

Oak Consulting is a UAE Based Public Relations company specialising in IT and Business PR

Phone: +00971507343840
Website: <http://www.oakconsulting.biz>
E-Mail: nimi@oakconsulting.biz
Address: P.O.Box 39261, Dubai, UAE
