



Focus Softnet Reports Record Sales At Gitex 2007

Oak Company, September 19, 2007

URL: <http://www.pr9.net/comp/development/6366september.html>

The company sold 28% more Focus Reach licenses at Gitex this year as compared to last year, received many serious business leads for its high-end ERP and CRM software and signed up new channel partners.

PR9.NET September 19, 2007 - Dubai, United Arab Emirates - Focus Softnet, the leading software development company in the Middle East, announced that its participation at GITEK Technology Week 2007 was a huge success. According to the company, this year's leg of the IT extravaganza was exceptionally good for Focus Softnet as it managed to sell 28% more licenses for Focus Reach this year than the previous year, received serious sales leads for its high-end ERP and CRM solutions and signed new channel partners across the Middle East. The company and its distributors celebrated Focus Reach's success by rewarding customers with free gifts and offers which included gold coins, DVD players, LCDs to name a few.

"We are happy with the results we got from Gitex this year. We recorded a 28% increase in sales of Focus Reach licenses at Gitex shopper alone over the previous year. Focus Reach has been well accepted in the region and is inching closer towards becoming the market leader in its segment. We also had 32% growth in the number of trade visitors who showed interest in Focus RT /Streamline CRM/ ARMS/ WMS. Our sales team will be working very hard on following up with all these leads," says Mr. Ali Hyder, Focus Softnet.

Focus Softnet used GITEK as a platform to announce the launch of the latest version of its CRM solution and low cost integrated add-ons of Focus Reach for different verticals such as Rent-A-Car, Real Estate, and Ticketing to name a few. For Focus Reach, the company had planned two promotional schemes for customers. Mutex Computers gave out 4 gms of gold for every single user license purchased and 8 gms of gold with every multiuser license of Focus Reach. Sha Computers ran a second scheme where customers buying single user licenses got a 2.5 Gms gold ring, a DVD player and a steam iron box and customers purchasing multiuser licenses got a 19" multimedia LCD monitor, DVD player and a steam iron box.

As part of its massive expansion plans, the company signed key partnerships with some of the reputed names in the regional IT industry. "Our success at Gitex last year was again replicated this year. We signed quite a few contracts with new customers through GITEK. We also appointed channel partners across the MENA region. These new associations will go a long way in promoting Focus Softnet as a brand of preference for companies and firms looking for dependable business solutions," Mr. Hyder added.

Focus Softnet also adds that GITEK Technology Week 2007 has a clear business advantage over similar events in the region. "We were surprised to see the number of trade professionals and event attendees from countries around the Middle East increase this year. The amount of business potential in this region is astounding, and this was proved right by this year's event, which far exceeded our expectations. We've been at GITEK for the past 12 years and it just keeps getting bigger and better each year. We will certainly keep coming back because it is definitely good for our business," Mr. Ali Hyder concluded.

###

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.

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