
Softline In Armenia Receives Status Of Distributor Of Kaspersky Laboratory

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Softline Company in Armenia announces receipt of a status of distributor of 'Kaspersky Laboratory' which allowed the Company to deal with supply of the vendor's software in the whole territory of Armenia. As Russian mass media reported, with development of IT-sector, the Armenian market becomes more and more perspective for the leading software developers. Assignment of a status of distributor of 'Kaspersky Laboratory' has become a result of the dogged work of the Softline in Armenia as a partner on promotion of the vendor's products in the region market. As Director General of Softline in Armenia Armen Karapetyan said, the antivirus solutions of the 'Kaspersky Laboratory' enjoy popularity both among the home users and among the companies of big and medium business for which uninterrupted operation of computer networks and security of information storage are extremely important. 'Receipt of a status of distributor of the 'Kaspersky Laboratory' by Softline will allow to extend the partner network and increase awareness of the clients about the Company's products.

Acquisition of SW will be more available and a high- quality technical support will be provided. Receipt of this status by the recently opened Softline office in Armenia is a good launch platform for further promotion of a licensed software in the market of Armenia. Our primary goal at present is assurance of growth of the sales volumes and holding of a stable position in the market. We also schedule to hold seminars on the products of 'Kaspersky Laboratory' for different target groups of users', Karapetyan emphasized. '"Kaspersky Laboratory" keeps on actively developing the partner network and developing new markets. Having selected the Softline Company our distributor in the territory of Armenia, we are sure in successful promotion of our products, further development and extension of a partner channel', Managing Director of the 'Kaspersky Laboratory' in Russia and Transcaucasus countries Sergey Zamkov said. The 'Kaspersky Laboratory' is a leading producer of protection systems from harmful and undesired SW, hacker attacks and spam.

The Company enters the five of the leading world developers of software for information protection from Internet-threats. Softline Company has been operating in the sphere of IT-technologies since 1993. It takes the leading positions in software licensing, training and consulting. Softline was the leader in software supplies of the Russian IT-market in 2007 (rating of @ASTERA information-business channel).
