

Press release

Munich, November 22, 2011

usedSoft welcomes its 4,000th customer

Used software dealer usedSoft has reached a new milestone. Last Friday the Munich company acquired its 4,000th customer, when a company in the food industry based in Westphalia purchased around €17,000 worth of Microsoft Office products.

It means usedSoft has already convinced 295 new customers this year of the benefits of used standard software. And first time customers are being added every day. In the last two months alone there were 88 new customers or more than one new customer a day. It is a trend that will certainly persist and will even increase in the end of the year buying scramble that has just begun. Which is why usedSoft is counting on an impressive sales boost compared with 2010.

“There’s a constant demand especially for Office products and Windows operating systems”, said usedSoft managing director Peter Schneider in Munich today. “We are selling more 2010 and 2008 version MS products, which means newer releases. Obviously many businesses are using their remaining budgets to migrate from 2003 and 2007 – and they’re saving 25 per cent and more in the process”. But even older versions are still being sold, according to Schneider.

This increased demand of course poses special challenges when it comes to procurement. But with its market knowledge and a network built up over many years, usedSoft is capable of keeping sufficient used software in stock. In fact, usedSoft is currently the only provider that can provide the most sought-after versions in significant quantities.

But not only new customers are contributing to its growth; usedSoft has loyal regular customers too. More than 50 per cent of companies that have purchased used software since the beginning of the year have placed at least one order with usedSoft.

About usedSoft

usedSoft was set up in 2003, and it is a leading European supplier of used software originating from all application fields. Buyers of usedSoft licences are companies as well as software dealers. Customers of usedSoft are, among others, companies such as Edeka, Karstadt, Neckermann, Rewe, a leading soccer club belonging to the German Soccer League and a number of different Savings Banks. German authorities are more and more using used software as well: Next to the Bavarian State Capital of Munich, the German Federal Social Court in Kassel, the Municipal Administration of Bad Salzungen and the Data Central Office of Baden-Württemberg, there were more than 100 additional local authorities benefiting from usedSoft licences. The cost-saving benefit when purchasing already used licences ranges between 20 and 50 percent of the sales price.

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