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Keytime signs on with Runaware to begin offering TestDrive online software trials

Leading independent author of software applications for businesses and accountants chooses to present online software trials.

London, England (**May 25, 2009**)– Runaware, the global leader in online software trials and software marketing services, has announced that Keytime will move forward in offering [TestDrive online trials](#) of their Accountants Suite in May 2009.

Keytime is focused on providing solutions that are not only exceptional value for money, but that provide high levels of functionality. In order to showcase the software's excellent level of functionality, they have smartly chosen to make their software readily available for visitors who would like to have immediate access before deciding to purchase.

"TestDrive will provide a more immediate product evaluation opportunity for our visitors and will complement our existing CD and download trials," remarked Anthony Boggiano, Keytime's Director.

Tim Keyes, Runaware CEO, "By utilizing TestDrive, Keytime will attain not only a qualified and educated prospect but a valued customer as well. Visitors who use TestDrive to demo software are more engaged to purchase sooner than when another form of trial has been used. TestDrive is an ideal software marketing service for delivering real-time results."

TestDrive online software trials offer real versions of software live in a [virtual environment](#) through a web browser, without download and installation of the software, launching in seconds.

About Runaware

Founded in 1999 and with offices in North America, India and Europe, Runaware™ is the global leader in online software trials and software marketing services. Runaware™ offers ISVs and software publishers a revolutionary means of providing a hassle-free online virtual environment that runs full versions of software safely and securely over the Internet –



anywhere, anytime – with no CDs, downloads or installations required. More than demonstrations, Runaware™ also delivers industry-leading account management and software marketing services such as lead capture and customer profiling, software trials for partners, software trial localization, marketing campaigns and search engine marketing services. Runaware™ delivers intelligence and measurable results, producing higher sales and conversion rates, faster time-to-market and shorter sales cycles – all at a lower cost. For more information about Runaware™ visit www.runaware.com

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