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Runaware Urges Mid-Range Software Firms to Cast off Outdated Perceptions

Leader in online demonstration services says that publishers and ISVs targeting medium-sized customers should turn to web-based tools to drive sales.

Gothenburg, Sweden (November 8, 2007) – Runaware, the global leader in online demonstration services, is urging software publishers and ISVs targeting mid-market companies to cast off outdated perceptions about how applications are evaluated and make use of its leading TestDrive service to boost their sales.

The company says that some software companies mistakenly see their solutions as being too sophisticated or complex to be demonstrated using the real-time web-based system. In fact, TestDrive can have a significant and very positive impact on the number of customers running demonstrations and subsequently carrying out serious evaluations of applications.

“There is a perception amongst software developers in the mid-market that someone has to be sat face to face with the customer to start developing an opportunity, or that they have to have a full evaluation version of the system. We know from experience that this just is not the case”, says Chief Executive Officer of Runaware, Tim Keyes. “We have customers that provide highly complex solutions and they can demonstrate them just as effectively online as they can face to face. It also has the added advantages of avoiding any unnecessary delays and speeding up the sales cycle. If the fully functional application is available to run through a company’s website it benefits everyone involved.”

Some mid-market publishers are already using TestDrive to provide online demonstrations. They include structural surveying and engineering developer, CivilServe, and facilities management software publisher, FaciWare. These companies have achieved significant successes, particularly in reaching international markets where they have no local presence. Making use of TestDrive also shows that they are prepared to be more innovative than their competitors, says Keyes.

“Companies that make use of TestDrive are demonstrating that they are prepared to go the extra mile and give customers more choice by providing immediate access to full working



versions of their applications. That makes a powerful impression on prospective customers. Rather than feeling pressurized into arranging a demonstration, providing a TestDrive option also enables customers to form their own opinions in their own time."

Keyes says that ERP and database solutions providers in particular, should be more open to different ways of selling their solutions. "A lot of software publishers do seem to be stuck in something of a rut. They seem to believe that there is only one way to sell software and that's the old way. The truth is that customers want choice today. They have high speed web access and strong security so there is no problem in running immediate, online demos."

Fewer companies and individuals are however, willing or able to download software now, due to concerns over security, tighter usage policies and more stringent network management.

TestDrive is an interactive demonstration environment that enables ISVs and developers to provide a complete version of their software online with no concern for piracy or reliance on the cost and complications of downloads and CDs. This provides customers with the opportunity to conduct in-depth evaluations of applications immediately, without any need for policy-breaking downloads or mailed deliveries of CDs.

Applications run as if they are installed on the prospect's own PC or laptop. Suites or add-on applications can be demonstrated in the TestDrive online demo, showing the collaboration between multiple applications and effectively up-selling prospects. Links to CRM and sales process can also be made, helping to speed up the sales cycle. Used on its own, or with self-guided tutorials and guided feature tours, TestDrive delivers the best user experience and provides the highest quality leads and improved time to market.

About Runaware™

Founded in 1999 and with offices in North America and Europe, Runaware™ is the global leader in online software demonstration services. Runaware™ offers ISVs and software publishers a revolutionary means of providing a hassle-free online demonstration service 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™ 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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