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Broadband Growth Means the Time is Right for TestDrive

Leader in online demonstration services says that broadband growth and need for faster time to market will drive wider adoption of online evaluations

Gothenburg, Sweden (October 17, 2007) – Runaware, the global leader in online demonstration services, is predicting that the rapid growth in broadband and the need to streamline decision making and time to market in commercial organisations, will drive further significant growth in web-based evaluation of software solutions.

Recent research shows that high speed broadband penetration has reached near saturation levels in North America, Asia-Pacific and Western Europe, and is growing fast in rapidly developing countries such as Greece, Ukraine and Indonesia. (*Point Topic, World Broadband Statistics: Q1 2007 – June 2007*). At the same time commercial organisations are under pressure to compete in global markets in which the availability of accurate and up-to-date information is invaluable in delivering competitive advantage. This in turn is making software solutions much more important to the ability of organisations to compete effectively.

These influences are compelling companies to make faster software purchasing decisions the proliferation of broadband is giving them the opportunity to do this by evaluating software online, says Chief Executive Officer of Runaware, Tim Keyes. "Decision-makers are now under immense pressure to deliver competitive advantage to their organisations. They also have more choices than ever before which makes identifying and evaluating the options harder than ever. Fortunately, they also have more Internet bandwidth as well, so they can now do much of the work online. The time is absolutely right for TestDrive to become the chief method in which software is demonstrated and evaluated."

More software houses and ISVs need to ensure that their software can be evaluated online or face being left behind by competitors, warns Keyes. "TestDrive gives customers the opportunity to view an online demonstration and conduct in-depth evaluations of applications immediately, without any need for policy-breaking downloads or mailed deliveries of CDs. It makes sense to give customers this option – publishers and ISVs that don't are sure to miss out."



Many leading and specialist software companies from around the world already make use of Runaware's TestDrive to provide online demonstrations to prospective customers through their web sites. They include Microsoft, FrontRange Solutions and Sage Software.

The TestDrive interactive demo environment 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. 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.

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 on-line 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.

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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