

Press Release

Alfasoft enters the Danish market

GOTHENBURG, SWEDEN – January 26, 2011 - Alfasoft today announced that they now are represented in Denmark. Alfasoft's Danish webpage went alive this week. www.alfasoft.dk.

To meet the increasing demand from the Danish market and to get closer to the Danish customers, Alfasoft has strengthened their organization towards Denmark. Alfasoft has the last 10 years been active on the Danish market and worked together with its resellers. Due to increasing market share and customer base, Alfasoft sees a need in working directly towards their customers and to have the direct communication. Especially the increased interest from researchers and scientists has led to a need for Alfasoft's all products and the importance of direct contact and good service.

In October Morten Fabrin was hired as a country manager for Denmark.

"My role is to look after our Danish customers, and we see this as a large and growing market. To support this Danish market, we launch our new Danish website [www.alfasoft.dk] in January 2012. This has a fresh design and a cleaner, more modern look, as well as easier navigation," says Fabrin.

Alfasoft AB is since 1989 a leading supplier of scientific and technical software for the Nordic and Eastern European countries and Russia. Alfasoft has offices in Sweden, Gothenburg and in Norway, Lilleström. Alfasoft offers software that simplifies and streamlines the majority of problems within the reference management, idea development, project management, mathematics and statistics.

"We focus on products that are designed to make your work a whole lot easier and speed up your processes. These can make for a more efficient operation and continuous workflow for you and your colleagues," says Morten Fabrin, Country Manager, Alfasoft Denmark. "For example, using programs like Reference Manager or EndNote can save around 90% of the time needed to collect and input references manually."

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