



Press release

Softwareforafrica.com: the first African e-commerce platform dedicated to the software IT business

Abidjan, October the 06th

AITEK: VALUES FOR MAKING AFRICA A BETTER PLACE

Pan-African computer value added distributor **AITEK** continues to grow after 12 years in business. Already known for its excellent distribution of software and hardware in Africa from its headquarters in Abidjan, the company is providing further proof of its dynamism. And always with the same approach: promoting the development of new technology on the African continent by being a local player known for its commitment, expertise and reliability.

For **AITEK** now has a team of a hundred or so men and women who are all in touch with the market and who share a real team spirit, remain positive in all situations and help their business partners move forward by keeping to a 100% indirect business model.

SOFTWAREFORAFRICA: ONLINE SALE OF SOFTWARE

Having built up a solid distribution network out of the Ivory Coast and set up locally in Senegal, Burkina Faso, Mali, Ghana and Cameroon, **AITEK** is now incorporating a new business via e-commerce and introducing the first African platform fully dedicated to the online sale of software.

To do so, the company has installed a telemarketing platform in Abidjan which already has around ten members of staff in charge of promoting online offers. Staff who, through their day-to-day activities, will also be conducting evangelism work to promote the purchasing of software in order to minimise the impact of piracy and counterfeiting. This initiative is necessary in Africa today just as it has been on the European market in the past and is designed above all to bring companies, customers and resellers in line with legislation and protect their investments.

The platform will initially offer all the MICROSOFT and KASPERSKY software. Resellers and end customers will be able to buy their software, download it and use it straight away wherever they are in Africa. Obviously, the medium-term objective is to add other brands already in the AITEK catalogue in an offline version to offer as wide a range as possible.

Staying true to its core commitment, **AITEK** is also offering its resellers the chance to create their own online store, via white-labelling, to generate new revenue.

Log in to our new 'made in Africa' portal at:

<http://www.softwareforafrica.com> (reseller portal)

<http://store.absoftwork.softwareforafrica.com> (example of reseller white-label store in Ivory Coast)

<http://store.compughana.softwareforafrica.com> (example of reseller white-label store in Ghana)

About AITEK:

*AITEK has been a local player in IT distribution and related solutions in Africa since 2004, using a 100% indirect business model. The company's mission is to be the link between its resellers and the manufacturers it represents by always adding value to everything it does. It focuses on helping its partners steadily grow and increase their margins by constantly being aware of market fluctuations. AITEK always adopts a local approach for all its investments in order to carry out its mission effectively. AITEK is present in the Ivory Coast, Senegal, Burkina Faso, Mali, Ghana and Cameroon, employing around a hundred members of staff and serving a network of 1,200 resellers. Thanks to this proximity, **AITEK** is able to provide excellent before-sales and after-sales service and offer IT resellers a sizeable stock in over twenty countries, thanks to highly sophisticated logistics. **AITEK** is an authorised regional distributor for HP, DELL, LENOVO, MICROSOFT, APC, NITRAM, D-LINK, EPSON, CANON, NITRAM, KASPERSKY, SYMANTEC, SOPHOS, VERITAS, TRANSCEND, CYBEROAM and HONEYWELL. For further information: <http://www.aitek.fr>*

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