

Newgen Software Technologies Limited, one of the earliest movers into China is consolidating its presence into the market with the launch of a local language website.

(I-Newswire) - Fremont, CA and McLean, VA, November 19, 2007: While many large Indian software players continue to dip a cautious toe in the untapped Chinese waters, Newgen Software Technologies Limited, market leader in Business Process Management (BPM) & Enterprise Content Management (ECM), and one of the earliest movers into China is consolidating its presence into the market with the launch of a local language website aimed to boost the generation of business in a burgeoning technology market.

According to IDC reports in 2006, BPM adoption in China is still at a relatively immature stage. The average Chinese business uses tools like Business Process Management and Business Intelligence for relatively basic functions. Having recognized local business demands and identified language inefficiencies as one of the prominent hindrances in deploying solutions and reaching out to potential businesses in the country, Newgen Software is now initiating a local language driven website to provide necessary inputs and information to the local customers. This initiative is to augment our local Chinese speaking Sales and Technical team present in Beijing.

Speaking on the occasion, Punit Jain, Vice President, Sales & Marketing said, “The Chinese market has been a tough taskmaster for Indian Software companies. Even as the country makes substantial progress in bridging the English gap, we have realized that going local can overcome a substantial business hurdle, as it will enable us to communicate effectively in the economic ecosystem. Our products are already released in both Simplified and Traditional Chinese languages. With the launch of our local language website, we look forward to reach out to Chinese Banks, Insurance and BPO companies to tap the rapidly expanding domestic software market in China”.

Newgen aims to access China’s promising domestic Chinese market for software, which is valued at US\$50 billion and has grown at an exorbitant pace due to the infrastructure boom in the country.

About Newgen Software

Newgen Software Technologies Limited is a market leader in Business Process Management (BPM) and Enterprise Content Management (ECM), with impeccable track record of implementing mission-critical workflow and document imaging solutions. We have a global footprint, with an installation base of more than 700 customers in over 25 countries. More than 40 of our customers are Global Fortune 500 companies. Having domain expertise in industry verticals such as Banking, Financial Services, Insurance, BPO, Telecom, e-Governance and manufacturing among others, we are known as one of the fastest implementers of BPM solutions in the world.

The sales and support offices span across major cities in Asia, North America, Europe, Africa and the Middle East. Winner of several awards such as 'Frost and Sullivan's Market Leadership Award for Document Management and Workflow Software & Services for 2006' and 'Distinguished Application Product Company' by NASSCOM, Newgen Software is an ISO 9001:2000 certified and CMM Level 4 company.

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