



Press Release

23rd October 2008

Report Mining Stands the Test of Time

Monarch report mining software has been distributed in the UK by [Avanquest Solutions](#) since 1993. Operating as Datawatch Europe to provide a 'virtual' UK office, Avanquest has recently signed its 15th distribution partner agreement with developers, [Datawatch](#). The new agreement gives Avanquest further opportunity and autonomy to increase the UK Channel beyond Monarch desktop software and into the enterprise with Datawatch Enterprise Information Management (EIM) solutions.

Now, more than ever, in credit-crunch Britain, Managers are being asked to cut costs and deliver more answers to 'what-if' financial and scenario planning.

Chris Thompson, Managing Director at Avanquest says "Datawatch Enterprise Information Management solutions complement our portfolio of business solutions. Businesses want to be able to unlock their company information and data for decision-making without spending huge amounts of money or having to change their business processes. Datawatch solves this problem for them."

Avanquest Solutions specialises in bringing US business software to the UK market.

Avanquest's challenges in 1993 were to increase the market penetration of Datawatch's core desktop product, Monarch, raise awareness of the Monarch brand and extend the lifetime value of its corporate customers.

Datawatch Europe now boasts a customer base of 20,000 users across the UK, Europe and Africa with an annual turnover of around £1m, including product sales, training and services.

John Kitchen, Datawatch Corporation Chief Marketing Officer and Senior Vice President says, "Our relationship with Avanquest is a strong one which has stood the test of time. We have all the benefits of having our own European operation – personnel who understand their regional markets, local technical support, established sales channels and consistent levels of revenue – at a fraction of the cost of having our own bricks and mortar and staff."

About Avanquest Software:

Avanquest Software is a global developer and leading publisher of best-selling personal and professional software designed for utilities, office productivity, communications and mobility worldwide. Avanquest Software products are marketed in over 100 countries, through e-commerce, OEM partnerships and IT resellers. Founded in 1984 as BVRP Software and listed since December 1996 on Euronext (ISIN FR0004026714), Avanquest Software forms part of the Euro1ist, NextEconomy segment and SBF 250 index. Additional information on Avanquest Software is available at www.avanquest.co.uk

Notes to Editors:

Avanquest and Datawatch spokespeople are available. Recent images of those quoted can be downloaded at <http://www.avanquest-solutions.co.uk/press>

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