

Press Release
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A goodbye to the Ravenholm name in Denmark and abroad Ravenholm turns into PC-WARE

Today at an event at Axelborg, Ravenholm announces that the company will be changing its name from Ravenholm to PC-WARE. Thereby, the largest software supplier in Denmark takes the final step to becoming a full member of the PC-WARE family. That means an even better service for the international customers that will be able to buy software for the entire organisation from Denmark. At the same time, PC-WARE Competence Centre will be introduced. The centre will be supporting the customers in solving their IT challenges.

Ravenholm – a true, Danish entrepreneur fairy tale enters a new chapter when the name of Denmark's largest specialised software supplier disappears from its letterhead and homepage. Ravenholm, which for many years has been known as one of the most innovative and expansive Nordic software suppliers, will in future be known by the same name as its parent company PC-WARE, which today owns 100 percent of the Nordic company.

The change of name will take place as at 1. April 2007 after which the Ravenholm companies in Denmark, Sweden, Finland, and Norway will be named PC-WARE. The Nordic organisation will then be managed by the Nordic head office in Denmark, but the name will signal that the company is part of the fast-moving PC-WARE. During the last financial year, PC-WARE had a global turnover of approx. DKK 4.4bn – an increase of 17.8 per cent compared to the previous year.

Managing director of Ravenholm Computing Denmark, Leif Carlsen, believes that the timing of the change of name is well-chosen.

“It has now been a year since PC-WARE took over the company and we have spent the time adapting the organisation so that it matches the services and qualifications that PC-WARE offers globally. We now know what PC-WARE can offer our international customers and if we cannot offer the solution locally in Denmark, we can sell it in cooperation with the head office in Germany.”

He expects that it will be of great significance that PC-WARE has a large number of very flexible licensing schemes which make it easier and more flexible for international customers to purchase software licenses through the Danish company. At the same time, the Danish company will get access to a number of new solutions which will make it possible for an IT department to outsource the software licence monitoring in full to PC-WARE. This is especially a great advantage for smaller IT departments having no expertise in software licenses.

Leif Carlsen says:

“Ravenholm has made it its key issue to know the software and the solutions that ensure the customer a fair deal on his software purchase. The software will be the same, but the solutions for managing the licenses will now be even better as they will be part of an international agreement comprising cheaper and more flexible licenses than before.”

Concurrently with the change of name, PC-WARE Competence Centre is introduced. This centre will be supporting customers facing IT challenges. A large number of independent experts is attached to the PC-WARE Competence Centre in order to ensure professional consultancy services in each area. The services of the Competence Centre can of course be bought separately – but they will also be included in the services that large customers at PC-WARE will receive.

Leif Carlsen says:

“We want to offer to invest in our customers as they choose to make a large software investment with us. Thereby, the customer will have additional resources for further growth through a service which in principle may be absolutely independent of the software in question.”

He adds:

“From PC-WARE’s results, we can see that this is a winning strategy – for PC-WARE as well as the customers. PC-WARE will get more satisfied customers and the customers will receive even more qualified and independent consulting from us. That is why we are really looking forward to becoming PC-WARE and to implementing the strategies that will help secure our position on the market”, he says.

CEO and founder of PC-WARE AG, Dr Knut Löschke, says in a comment to the name change:

“We are very happy to welcome Ravenholm as a part of PC-WARE. But to us, it is of great significance that our most important trade mark will be marketed globally as it makes the customers feel secure knowing who they are dealing with. We have paid great attention to the fact that Ravenholm stands for the same values as PC-WARE, and in order to build bridge to the new company name, we have therefore decided to use the old name for a year, though including PC-WARE as part of the logo. The customers focus on the services, not the name, so when they have gotten used to the name, nothing but positive response will be the effect of having the entire international organisation of PC-WARE to support our customers under the name PC-WARE in future.

Pictures

PC-WARE logo enclosed.

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About PC-WARE Information Technologies A/S

PC-WARE Information Technologies A/S is wholly-owned by PC WARE Information Technologies AG which is the largest software supplier in Europe. PC-WARE is the largest specialised software supplier in Denmark and offers the most competent services on the market within software and license agreements. The company also offers the most specialised and globally oriented consultancy services on the market, thanks to cooperation with more than 1,200 employees in the parent company, which has divisions in 18 European countries, in the USA, and in South Africa. PC-WARE works in close cooperation with a large number of other players within the IT industry, including Microsoft, Citrix, Adobe, Novell, Symantec, McAfee, CA, Oracle and IBM/Lotus.