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## Openbravo targets indian market with new training initiative

*The company launches 'Get Ready' training program in Hyderabad to support Openbravo ERP adoption in India, as kick-off to campaign across emerging markets*

**Hyderabad, India - November 8, 2007** – Openbravo, the developer of the leading professional web-based open source ERP solution designed specifically for small and medium businesses, is ramping up its presence in emerging markets, starting with a series of training sessions in India.

The first series of training sessions will take place in Hyderabad, the [capital city](#) of the [Indian](#) state of [Andhra Pradesh](#). It will meet the growing interest in open source which is taking place across India, the second most populous country in the world and the largest democracy.

The training program is part of a larger initiative by Openbravo to support open source adoption worldwide by increasing the knowledge and capabilities of system integrators. To achieve this, Openbravo has created an intensive five-day 'Get Ready' training program. It will provide an excellent opportunity for companies to accelerate their knowledge of Openbravo ERP through the combination of intensive instructor-led on-site training and self-training activities. The training covers the business opportunity presented by open source, the ERP market, and the capabilities and flexibility offered by Openbravo ERP as well as all functional and technical aspects. Detailed materials and a specialized training environment will ensure that all delegates receive ongoing training.

Manel Sarasa, CEO of Openbravo said: "We have huge demand from emerging markets, where ERP usage has historically been low. The market is growing rapidly, but proprietary ERP vendors have been slow to meet the needs of mid-market companies. India has a very strong sense of innovation and we see many businesses, government organizations and institutions that are keen to adopt new models of working and are embracing open source technologies as a core part of this innovation."

This initiative shows once more Openbravo's determination to support the demand for open source solutions and to strive to support its award-winning ERP solution across the globe.

Lluis Llavina, Channel Management Director of Openbravo, said, "We are highly committed to helping businesses around the world develop a successful practice around open source ERP. That is why we have decided to launch such a special initiative. In which we strive to meet each nation's individual cultural and economic expectations in the training we provide, in order to facilitate

access to our community. We have chosen India as the country to deliver our first ever “Get Ready” intensive training because of the high interest received so far and Openbravo’s business commitment to this territory in future.”

The training will take place in Hyderabad from December 3- December 7 2007. For more information and registration details are available at <http://www.openbravo.com/services/by-service/training/scheduled-training/get-ready/> or send an e-mail to [partnership@openbravo.com](mailto:partnership@openbravo.com).

### **About Openbravo**

[Openbravo ERP](http://www.openbravo.com) is the leading professional open source enterprise management (ERP) solution for small and midsize enterprises (SMEs). Driven by open source philosophies and best-in-class services, it delivers a fully integrated, web-based ERP system tailored to the needs of any company, regardless of size or industry sector. The functionality of Openbravo ERP is in continual growth thanks to an expanding international community of users, partners and developers. Openbravo ERP helps companies to manage daily operations, optimize business processes, enhance customer satisfaction and ultimately increase profitability. And because it is open source, Openbravo ERP puts the customer in full control without the overheads of contracts or licenses. In January 2006, Openbravo secured a €5 million (\$6.4m) financing agreement with Sodena - record funding for an open source ERP company - to fuel further software development and international growth. Openbravo is a winner of a 2007 'Red Herring 100 Europe Award'. At LinuxWorld Conference & Expo in August 2007, Openbravo was presented with a Product Excellence Award for 'Best Integration Solution'. In September 2007, the company's ERP solution was declared the 'Best of Open Source Software' by InfoWorld in the 2007 BOSSIE Awards. [www.openbravo.com](http://www.openbravo.com)