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Openbravo launches “Pioneers”, an innovative partner acquisition campaign

Openbravo offers exceptional conditions to partners interested in pioneering leading ERP solutions in new countries

Pamplona, Spain, July 10th -- Openbravo, the leading developer of professional, web-based, open source ERP solutions for small and medium businesses, today announced the launch of “Pioneers”, an innovative partner acquisition campaign aimed at attracting qualified partners in new countries.

“Our first partner in a new country is always a significant moment for Openbravo and our growing worldwide community. Being first to market, means new partners generally benefit from a clear first mover advantage. However, they are also faced with the challenge of localizing Openbravo solutions in new territories” said Manel Sarasa, Openbravo CEO

Through the “Pioneers” campaign, Openbravo is aiming to make it easier for new partners to adapt ERP solutions to match the specific local requirements for each country and start building long-lasting, solid relationships with regional customers more quickly. Openbravo pioneers are encouraged to publish details of their localization efforts for the benefit of the community as a whole.

Lluís Llavina, Channel Management Director for Openbravo said: “Today Openbravo has more than 40 partners in around 20 countries. But there is also a great demand for our solutions in a number of countries where we don’t have a partner. This new campaign will play a key role in expanding our partner network in these countries and help deliver highly effective localized versions of our products in these new markets.”

Key benefits offered to qualified partners include:

- A seat at Openbravo ‘Basic Functional’ and ‘Customization & Basic Development’ training courses aimed at individuals taking the lead in the localization process
- Unlimited access to Openbravo’s “B0” introductory e-learning course (for internal use only)
- Access to a 25-hour 2nd Level Support pack to be used in connection with the localization process
- Access to additional products and services required to ensure a successful implementation of Openbravo ERP
- PLUS a vital competitive edge for pioneering partners over rivals in local ERP markets

To request participation to the “Pioneers” campaign, please fill out a normal **Partner Application Form** *.

For more information about Openbravo's unique Partner Program, please visit the dedicated **partner area** on the company website www.openbravo.com.

* Please note that the Pioneering offer is limited to a number of countries and partners. Unfortunately Openbravo will not be available to handle all requests.

About Openbravo

Openbravo 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 is in continual growth thanks to an expanding international community of users, partners and developers. Openbravo helps companies to manage daily operations, optimize business processes, enhance customer satisfaction and ultimately increase profitability. And because it is open source, Openbravo 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'.

www.openbravo.com