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India makes Openbravo's shortlist of breakthrough markets

- Openbravo launches the Hello India! campaign in response to increasing demand for its solutions in the country -

Barcelona, Spain – July 6th, 2009 – [Openbravo](#), the leading developer of web-based open source [Enterprise Resource Planning \(ERP\)](#) and [Point of Sale \(POS\) solutions](#) for businesses, announces the launch of *Hello India!*, a campaign accommodating the growing appeal for open source software in the country. It will include various initiatives, beginning with the 360° Business Tour, followed by Openbravo Training courses among others.

India has been on Openbravo's radar since the company's inception. The country has become a solid breeding ground for innovation in the information technology sector, and has developed a keen interest in Openbravo solutions, thanks to community dissemination. That is why India is a logical stepping stone for Openbravo's next stage of growth and will play host to many upcoming Openbravo initiatives.

To kick-off the *Hello India!* campaign, Openbravo will be visiting Kolkata, Hyderabad, Gurgaon, Chennai and Mumbai in August as part of its [360° Business Tour](#), which aims to recruit many new business partners. The free event targets System Integrators, ISVs and VARs with knowledge of the mid-market ERP sector. During the tour's morning sessions, attendees will discover the growing opportunity existing in the open source landscape, especially with regards to implementing Openbravo's professional products.

Later in the summer, live [Training courses](#) will take place. Through the Basic Functional Training and Basic Development Training courses, partners will receive the foundation required to get started working around Openbravo. More initiatives are planned later in the year to emphasize Openbravo's strategic positioning in the Indian market.

[Cees Poortman](#), VP of Global Commercial Operations, said “*Openbravo has been gaining traction in India for some time now, which has escalated to a point where we need to recruit new partners to satisfy the demand for our solutions. Any serious service company in the space should understand the benefits of partnering with the company behind the most successful open source ERP, especially in a booming market for such solutions. The 360° Business Tour is an opportunity for any company looking to either start, expand or enhance an open source business practice to realize the potential in working around Openbravo*”.

Places are limited, so those interested in **attending the 360° Business Tour** should register today: <http://www.openbravo.com/about-us/events/hello-india/>

For those who cannot attend and want to **discover the advantages of becoming an Openbravo partner**, please visit: <http://www.openbravo.com/partners/become-partner/>.

To find out more details about **Openbravo's Training courses in India**, please visit: <http://www.openbravo.com/services/training/>

About Openbravo

Openbravo is an award-winning developer of professional open source solutions for businesses, offering the industry's first real alternative to proprietary software. The company's web-based Enterprise Resource Planning (ERP) and Point of Sale (PoS) solutions, the most popular in their market, have been downloaded more than a million times and are used in over 50 countries.

Openbravo's growth is fueled by an ever expanding international community of users, partners and developers. The company's commercial open source business model eliminates software license fees, providing support, services, and product enhancements via an annual subscription.

Openbravo is venture backed and has received record funding in the Open Source ERP space from Amadeus Capital Partners, GIMV, Adara Venture Partners and Sodena.

To find out more about Openbravo, please visit: www.openbravo.com