



NEWS RELEASE

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Business Process Automation Channel Partner Programme

[Avanquest Solutions](#) are launching their updated [Channel Partner Programme](#).

The new programme has been designed to support partners - typically those specialising in the areas of Voice over IP (VoIP) and Managed Print Services - who would like to add business process automation solutions to their portfolio.

Resellers can quickly start generating additional revenue by adding document management, speech processing, Fax over IP, and Enterprise Text Messaging to their existing range of products and services. Customers benefit by working with their trusted partner to extending their existing infrastructure with the ability to capture, process, manage and deliver documents automatically and electronically leading to increased operational efficiency and improved customer service.

Avanquest supports partners throughout the entire sales process, from lead generation and marketing right through to ongoing technical support.

Franca Cognata is Avanquest's Channel Partner Manager, she says "We like to think of ourselves as that 'flexible partner' who is easy to do business with. We offer our reseller partners a margin on all products, services and support supplied by us. There is no need for them to invest in extensive training programs or pay sign up fees - we already have a skilled support team in place. This gives a resellers' existing sales force the ability to quickly create and qualify opportunities – extending their offerings to their customers without diluting their focus."

Avanquest specialise in helping companies to automate business processes triggered by a range of different 'documents' (paper, email, web forms, voice, fax and SMS). Capturing and delivering all these forms of communication electronically means that the information needed for decision making is quickly and easily available for look-up at every stage of the business process.

Solutions are delivered using tried-and-tested, platform independent applications which are all designed to increase efficiency, reduce operational costs and deliver a healthier bottom line.

Established MFD supplier [Copylogic](#) is an existing Avanquest Partner. Their Sales Director, Alex Cook says, "Avanquest's solutions for business process automation complement our existing portfolio of technology products. We have been able to add real value for our customers by integrating document management and fax solutions with their existing MFD's and Managed Print Solutions - streamlining the way they do business and cutting costs."

Further information at <http://www.avanquest-solutions.co.uk/partners/channelpartners/>

Notes to Editors:

Images of those quoted in this release can be downloaded at <http://www.avanquest-solutions.co.uk/press>

Franca Cognata is available for interview. She can be contacted on 01962 835000 or 07795 963687.

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