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EANS-News: USU is taking Aspera into the US market

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Strategic management decisions

Subtitle:

Asperas new US location in Boston is further boosting its market leadership
Software license management is a dynamic growth market
Services and expert on-site consulting by a knowledgeable and experienced management team

Möglingen (euro adhoc) - The USU Group is intensifying its international involvement. In future the USU subsidiary Aspera will supply the US market with its established software license management products and solutions from its own branch in Boston, Massachusetts. Its American customers, such as Jacobs Engineering, Axa Equitable, General Dynamics, Denver Water and Texas Instruments will not only reap the benefits of German software quality, they will also find matching technical expertise and services on their doorstep. Software license management and the demand for suitable solutions are a rapidly growing market, particularly in the USA, and now Aspera can also offer single-source provision of the entire globally renowned ITIL-compliant USU portfolio for IT service management acclaimed by analysts such as Gartner and Forrester.

In recent years, Aspera's direct sales to the USA showed growth rates of over 30% p.a., and opening this local branch will serve as the basis for further expansion. The US team, under the leadership of Christof Beaupoil, an internationally experienced, ITIL-certified license management specialist who is also one of the founders and directors of Aspera, will be operating under the name Aspera Technologies Inc.

"Aspera is a solid leader in the market for entitlement-centric software license management tools and services Adding a company-owned office and staff in the U.S. in 2012 will not only increase its international presence but also its credibility with U.S.-based customers", is the positive verdict of Steven Russman, analyst at US market researchers ECPweb.com and founder of the International Business Software Managers Association (IBSMA).

Increasingly stringent compliance guidelines have made sublicensing a major risk factor for companies. Failure to comply can result in hefty sanctions up to and including fines and imprisonment. At the same time, optimized license management can also provide enormous cost benefits. In this area of competing interests, managers need to reduce the drastically increased costs for managing software licenses - substantially, sustainably and compliant with all requirements. The cost of implementing a license management system can normally be recouped within 12 months. Among others, Aspera's portfolio includes the premium market product SmartTrack and the SME solution Licensum. And more than 120 customers worldwide already rely on Aspera's software and services.

By founding this new subsidiary the USU Group is reinforcing its own profile as a global player. In 2011 the Group's earnings outside of Germany increased by

