Software ONE, Inc. to Merge with Swiss-based Softwarepipeline, Inc., Extending its Presence to European, Middle Eastern, Asian and South American markets

New Berlin, WI - USA / Stans - Switzerland, June 28, 2006. Effective July 1, 2006, New Berlin, Wisconsin-based Software ONE, a leading software licensing solutions specialist and Microsoft LAR (Large Account Reseller) in the medium business and lower enterprise space, will join forces with Swiss LAR and licensing specialist Softwarepipeline AG. The two companies will merge into a single company with a true global reach over the coming months. With this step, Software ONE and Softwarepipeline will substantially increase its international presence and significantly increase its sales and employee numbers. Customers and partners of the new Software ONE will benefit from international support, enhanced software licensing procurement tools and SAM (Software Asset Management) services.

The merger with Softwarepipeline will make Software ONE a global player with branches in all regions of the world (United States, Europe, The Middle East, Asia and South America); making it the first LAR with a global reach focused on medium and lower enterprise customers.

Customers of Software ONE will now have access to the international licensing market and to the worldwide network of Softwarepipeline branch offices. Additionally, they will profit from the larger combined purchasing volume and web-based global license management and service offerings. "In the past few years, the predictions of a Global Economy have come true. In the late 1990s, the need to support the software licensing needs of customers on a Global scale was reserved for large Enterprise customers and the traditional enterprise-focused LARs. Advances in collaborative technology and the internet have made it possible for smaller companies to participate in the Global market. These medium-sized organizations now have a software licensing partner that understands their requirements and is focused on supporting them as they reach outside of the United States for partners, suppliers and customers," says Michael T. Quinn, Software ONE's President. Microsoft, a key Publisher partner of both Software ONE and Softwarepipeline recognizes the need for a Global licensing support infrastructure. "We are excited by the opportunity this acquisition brings to Software ONE and Softwarepipeline. As our customers' needs for global partners increases, having successful channel partners in multiple regions is critical to our mutual success", says Erez Wohl, Group Manager, Worldwide Volume Licensing Channel Strategy for Microsoft Corporation.

Continuity in U.S.A. Operations

Through the merger with Softwarepipeline, customers of Software ONE will benefit from additional licensing services, international support and optimized purchasing possibilities. Customer support in the USA will remain unchanged. "Our 100% licensing focus will remain the same and our customers will be served by the same contacts as before. Delivering reliable service while maintaining long-term customer relationships will continue to be our primary goal," says Keith A. Ackerman, Software ONE's Marketing Director and CIO.

VARassist to continue as one of Software ONE's primary U.S. Go-to-Market strategies

Software ONE's rapidly growing VARassist program, which provides professional software licensing expertise to IT Solution Providers and their customers, will continue to be a strategic focus. The VARassist program has been recognized by Microsoft and other major software publishers as a key strategy to bring licensing expertise to mid-market organizations that previously was only available to large enterprise organizations. "The U.S. mid-market represents $5B in annual software licensing sales, and the VARassist program has proven to be the most effective way to capture an increasing percentage of that revenue for Software ONE and its VARassist partners," says Peter Ells, Software ONE's Director of VARassist and Microsoft Business Development Manager.

Jobs will stay

All existing jobs in the USA and the rest of the world locations will remain, with additional positions to be created as the combined organization grows. Synergies resulting from the merger will help to further enhance the service offering and market presence. The local management of Software ONE will stay in place. "The founders, existing owners and management team of Software ONE will continue to manage the US division. This will enable us to benefit from established contacts and continue to develop American corporate business," says Patrick Winter, CEO of International Business Strategy and Development for Softwarepipeline.

Software ONE

Founded in 1985, Software ONE, Inc. is among the leading American companies in the licensing field. Software ONE was recently named a finalist in the Licensing Solutions Competency – Delivery category for Microsoft's 2006 World Wide Partner Award, and currently holds elite status of Microsoft Large Account Reseller (LAR) with a focus on medium and lower enterprise customers. Software ONE is ranked among the Top 500 VARs by VAR Business Magazine and is the 27th fastest growing VAR in the United States. Active in all 50 states, Software ONE enjoys a broad base of corporate, academic and non-profit customers while providing software and software licensing solutions for all major publishers, including Microsoft, Adobe, Symantec, Citrix, McAfee and many others.

Softwarepipeline Inc.

Softwarepipeline, Inc. is an international company providing vendor-independent services in the license management fields. The Switzerland based company has branches in the USA, Europe, Asia and South America. Softwarepipeline is a Microsoft LAR and has been active in the IT market for over 14 years. Softwarepipeline currently has a staff of 70. The company is not listed. The merger with Software ONE will double its employee and sales figures.

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