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Press Release

EFFISOFT seeks partners to accelerate its international growth

Effisoft, the software solution provider to insurance professionals, is seeking international partners to maximise new opportunities for growth. This announcement represents a fundamental change in strategy which until now was based on a direct marketing model.

For this purpose Effisoft will select partners that demonstrate an expertise in the insurance and risk management sector coupled with an international coverage. The company currently holds an established position in France and also benefits from various international agencies and a substantial customer base in the UK and USA.

To guarantee the success of these partnerships, Effisoft will provide its partners with comprehensive training on all technical aspects and key selling points, a bespoke marketing program and pre-sales support.

By partnering with Effisoft, future partners will be able to develop their market share with insurance and risk management professionals by proposing applications dedicated to their specific needs. Equally Effisoft will increase its distribution demographic and expand its sales network, achieving strategic projects with major organisations within the risk and insurance sector.

Pascal Stopnicki, Effisoft Group President, states that "these agreements will allow us to internationalise our activities, notably by developing our presence in countries with great potential both in Europe and the rest of the world."

About Effisoft:

Effisoft is an international group that has provided software solutions for insurance, reinsurance and risk management professionals for the past 15 years. Effisoft has a clientbase in excess of 200 companies worldwide supported by its operations in Paris, London and Boston. Amongst its customers, Effisoft counts one in every 2 French insurers, numerous small and medium sized businesses as well as the major players of the CAC40, the FTSE and the NYSE.