

Avangate Case Study: Markzware

Leverages the Avangate Integrated Commerce Platform for Increased Efficiency



ABOUT MARKZWARE

Markzware provides desktop search, data conversion & preflight solutions for content and print.

OBJECTIVES

Focus on superior software development while continuing to reach a global market cost-efficiently. Optimize online sales and commerce operations across channels, cost-efficiently.

THE CONTEXT

Mac focused leader in the graphics, printing and publishing industries, serving thousands of professional creative design agencies, printers and publishers worldwide. Using Avangate since 2008.

CHALLENGES

Leverage additional sales channels that are easily on-boarded and efficiently managed.

Tap into global markets without additional headcount or investment on order localization and support.

Introduce new business and revenue models: from inventory shipments to online sales of digital downloads with perpetual licenses to flexible yearly & monthly.



“

We have been able to streamline our sales with the help of the Avangate commerce solution. We are very pleased with the support and quality put forth by the Avangate team

”



Mark Singelyn
Sales Manager - Markzware

Easy to go global – Markzware increased the number of countries that they sell into from 25 to more than 100 currently, thanks to Avangate's deep localization capabilities



The Avangate Affiliate Network has been very beneficial for Markzware, contributing about 20% of top-line sales

ADDITIONAL BENEFITS

Integrated, modular platform means there is no need to set up products in multiple platforms for different sales channels: Online direct, Reseller partners, Affiliates

Centralized reporting for order search, revenue. Intelligent payment routing contributed to increases in shopping cart conversion rates

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How Avangate Can Help You

Avangate helps Software and Cloud services companies increase their online sales across touchpoints and business models, as well as profitably scale and enter new markets.

Avangate's solutions include a full-featured, modular and secure Commerce platform, which integrates online eCommerce, a partner order and revenue management solution, as well as a constantly expanding worldwide affiliate network.

Contact us today.