Derdack Partner Conference 2010 - Online

RealWire

8th annual event for partners and affiliates 8th June 2010

Potsdam, Germany, 3rd June, 2010: Derdack (www.derdack.com [1]), provider of mobile messaging platforms and enterprise notification software today announced the Derdack annual partner conference; “DPC” will be online in 2010. In an economic environment where businesses are constantly seeking to minimise travel budgets and time out of the office, the event this year will be held online with sessions broadcast twice each day.

The conference has been an important part of the overall support Derdack offers its partner network and for the first time affiliates are able to participate. During the day Derdack experts will share their vision, strategies and know-how to help create business opportunities for partners.

Topics to be covered include:

- Business opportunities in automating of enterprise communications
- Technology background of integrating unified communications in business processes
- Customer cases for business-critical mobile notifications
- Partner opportunities in providing ICT enterprise solutions for mobile operators
- Business models of SMS & MMS appstores and platforms
- Benefiting from social network connectivity and social sharing via SMS and MMS.

Sessions run for 30 minutes each morning with repeats in the afternoon and early evening.

Derdack partner, M2MCom will share their experience of deploying the Derdack Enterprise Alert solution at healthcare industry customer, HIS IZZ Hospitals. This

particular implementation was winner of the prestigious European IT Excellence Award in 2010.

For further information and to register for this event, please visit DPC 2010 [2].

Matthes Derdack, Managing Director of Derdack comments, “Our successful partner network requires commitment and support from us and the DPC this year offers valuable insights into the technology and how it has been implemented by our clients. We also help our partners to identify business opportunities and adopt best practices in a competitive and challenging market. The feedback we receive every year demonstrates that this is a valuable opportunity for our partners and with customer experiences, transfer of knowledge between partners and the live product demonstrations; we look forward to another successful event. The online formula we hope will be helpful to our partners by saving time and money, extremely valuable resources in these times.”

- Ends -

ABOUT DERDACK GMBH
Derdack is an independent software vendor offering mobile messaging platforms and enterprise notification software. Derdack’s premium products provide clients with unsurpassed service innovation and business continuity. Derdack is headquartered in Potsdam, Germany and has several hundred installations worldwide. A thriving Partner channel extends the company’s reach globally.

Derdack is recognized for its intuitive yet inspiring software products and has customers in over 50 countries worldwide and in all verticals. Clients include BMW UK, Caterpillar Belgium, Daimler, Microsoft Ireland, Roche Switzerland, Siemens Germany, Steria UK, Symantec and Telstra Australia. For further information please visit www.derdack.com [1].

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