

PRESS RELEASE

Gradual Software and Network Innovation AB appoint SWITCH Authorized Resellers in Sweden Appointments strengthen Swedish channel for selling and supporting SWITCH automated publishing solutions

Ghent (Belgium), March, 2007 — Gradual Software, which specializes in software solutions for automating the publishing process, has appointed nine authorized resellers in Sweden for its SWITCH range of products. The new resellers will operate alongside Network Innovation AB, which is the SWITCH distributor in Sweden.

Erik Pettersson, sales and marketing manager of Network Innovation AB, explains: “There is a need for more automation within the graphic arts sector. During the past few years there has been a great deal of consolidation within the industry. Only the smart companies have survived and they have to continue reducing costs and optimizing processes at every level. Since labor costs in Sweden are high, automation of day to day activities is vital to ensuring cost efficiencies, while the elimination of repetitive tasks frees staff to concentrate on more skilled and rewarding work. Gradual’s SWITCH software fits this strategy perfectly.”

“Since September we have overseen several installations in Sweden. The feedback from our SWITCH customers has been very positive. In particular they have been impressed by the smoothness of the workflow and the quick return on investment. Following these initial successes we recognized the need to establish a network of authorized resellers in Sweden to ensure that customers received the highest service.”

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The distances between different printing centers within Sweden are significant. Each region has its own localized requirements and this justified the investment in an extensive network of resellers that could operate alongside a centralized distributor. Being close geographically and knowing the specific needs of customers offers enormous advantages for all parties.

Network Innovation AB has been the distributor for the SWITCH range in Sweden since October 2006. The company has conducted extensive research to ensure the selected resellers would provide good coverage across different geographical areas, ensuring a quick response for service and application queries, thus guaranteeing a close involvement with SWITCH end users.

The nine Gradual resellers are:

- Connection Consulting Syd
- Digitalfotografen
- E&L Datorteknik
- EPS Graphic Tools
- Grafit
- Kullander & Kullander
- MacSupport
- Mediateknik i Skövde
- Trifolium System

Johan Lindahl is general manager of reseller Trifolium System: “It is of the utmost importance that the solutions we offer our customers are fully compatible,” he says. “The workflow is only as strong as its weakest link. The connecting software, the SWITCH product, is the backbone of the complete solution that we now provide. To test it we set up a fully simulated working environment in which we integrated PowerSWITCH with our core product, Canto Cumulus software, as well as Adobe products and Enfocus PitStop Server. SWITCH has proved to be an excellent interface, providing power and cost-effectiveness within the workflow.”

The resellers host regular educational seminars that help to maintain a close relationship with customers and potential customers, providing forums for updating companies on technical developments. “We are more than just box movers,” says Mr Lindahl. “We are responsible to our customers and have designed the seminars as a

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means of giving information on technical and industry developments, while we learn more about how customers operate and what they require from a workflow. We can then tailor a workflow to suit the size, configuration and complexity needed. The compatibility of Gradual's SWITCH products with MAC and Intel give enormous integration flexibility in combining different elements."

This close involvement with customers is a key part of Gradual's philosophy. David van Driessche, Gradual's chief operating officer, is currently touring Sweden to listen to the needs of the resellers and their customers. He will relate his findings at forthcoming seminars in which he will be a key speaker. "Gradual is always closely involved with its distributors and their plans for the future," he says. "Through this mutual exchange of ideas Gradual is able to continually improve its software and expand integration possibilities, while keeping a broad view on industry trends and needs."

"The resellers we have chosen have an excellent knowledge of integrating and configuring systems. They are able to provide a broad portfolio of different products. Combining these products to create a smooth and effective workflow requires expertise, insight and dedication. Gradual's SWITCH software is the perfect tool to enable this workflow to be achieved," concludes David van Driessche.

Reseller contact information

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About Gradual Software

Gradual Software was established in November 2004 to develop and deliver software for full automation across the numerous stages of professional publishing.

Gradual's automation solutions are designed to benefit all participants in the publishing workflow, including content originators (authors and designers), content processors (editors, designers and layout artists), brand owners (publishers and marketing departments) and service providers (printers). Gradual offers the SWITCH family of workflow automation software consisting of three modules.

Gradual Software is privately held by its management team, and is located in Ghent, Belgium. For more information, please visit www.gradual.com

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