



Avanquest® software

## Avanquest Software will use Windows Azure technology for its new Cloud-based cross-device applications

A new stage in the partnership between Avanquest and Microsoft

Paris, May 26, 2012 – **Avanquest Software**, developer and publisher of software applications, has announced a strengthening of its technological partnership with Microsoft. For greater continuity in user experience regardless of the platform - PC, tablet and Smartphone especially - Avanquest Software will develop and publish a series of applications with Cloud components that will exploit the advantages offered by Microsoft's Windows Azure Cloud platform.

The applications being developed by Avanquest's teams in close cooperation with Microsoft are intended to make the most of the capabilities of Microsoft Azure. This open and flexible Cloud platform, which is perfectly secure, makes it possible to use any type of language, tools and infrastructure to create innovative applications and gives developers native scalability that intelligently manages ramp-ups.

Operating costs depend solely on actual use, and for all the applications and services hosted there is the assurance of minimal risk along with great flexibility and instant scalability.

These forthcoming Avanquest applications using Windows Azure will be devoted to consumer games, learning the highway code and languages, or other practical topics. **The Cloud will enable the user to access his data from any Internet-connected device and to continue the experience he began on his PC, tablet or Smartphone.**

*"We are delighted that a long-time partner such as Avanquest has decided to use Windows Azure technology for its new cloud-based applications"* commented **John Mathieu, Director Global Business Development at Microsoft.**

*"The flexibility and performance of Windows Azure perfectly meet the needs of developers who, as Avanquest, have decided to put the Cloud at the heart of their applications. Together we will offer new innovative ways to use the Cloud on all connected platforms. "*

*"We are thrilled to be continuing our collaboration with Microsoft to offer all users applications that will make the most of Windows Azure technology,"* said **Bruno Vanryb, CEO Avanquest Software.**

*"We have a long history of collaborating with Microsoft on Windows applications and we are very happy to pursue this adventure with new apps that will rely on Windows Azure for all their Cloud components. With Microsoft's technology, we are going to be able to guarantee our clients remarkable continuity in their experience, whatever the device they use for our applications (PC, tablet, Smartphone, etc.)."*

Avanquest is resolutely pursuing its shift towards online and the Cloud and has decided to collaborate closely with Microsoft to host an increasingly large share of its applications and services on Windows Azure.

The share of Avanquest's software solutions currently in the Cloud is nearly 20%, but the Group expects that in the medium term 50% of its products will use mainly Cloud solutions.

The use of a platform like Windows Azure enables Avanquest to speed up this technological shift with a minimum of risks, a maximum of flexibility, moderate investments and high-level cooperation with Microsoft.

A long-time partner, Avanquest has been a Microsoft Gold Partner for over 10 years and is member of BizSpark, Microsoft's program supporting growth web and software companies.

## About Avanquest Software

Avanquest Software (EPA: AVQ), is a world leader in developing and publishing software applications on all platforms whether it is a PC, a Tablet, a Smartphone, a TV or a Social Network. The passion that drives our teams, the high technological added value of the software and the solid presence of the Group in North America, Europe, and Asia make Avanquest Software one of the top 10 consumer software publishers in the world. Since it was established in 1984, the company has put innovation at the core of its business and invested heavily every year in research and development, supporting its teams of engineers scattered throughout France, the United States, and China, working every day to create the best software today and tomorrow. Avanquest Software has been listed on Euronext since 1996. For any additional information, please visit <http://about.avanquest.com> or <http://group.avanquest.com>.

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