Software United Conference in Belgrade
25-27 May, 2016

Dear Partners and Customers!

Today in conditions of global economic crisis, almost all IT-companies had to face many difficulties such as budget cuts, rapidly changing demands of the market, lack of skilled human resources, high cost of supporting infrastructure, as well as limitation of existing sales channels.

That is why we are pleased to invite you to the Software United conference!

software *united* - is a Business Model for Independent Software Vendors (ISVs) and System Integrators (SIs) developed by VDEL and supported by Oracle. The Business Model will strive to offer business partners true flexibility and new possibilities in order to develop joint business. This program will provide you with completely new features for solving current tasks and provide a powerful competitive advantage in a difficult market.

Advantages of Software United for software developers and system integrators:
- Powerful new channels for promotion products and solutions;
- Reliable inexpensive platform which will be the basis for the existing solutions and new developments as well;
- The platform includes an enterprise-class open source software and the best applications from Oracle;
- Reducing the cost of development, implementation and support of products;
- Ability to provide customers with integrated solutions for business, rather than disparate software components;
- New features for business during the economic crisis.

Software United also offers a number of advantages for end-users:
- Ability to reduce the initial investment, saving the budget;
- No need to recruit highly skilled employees with special skills;
- Rapid deployment of software solutions that can easily adapt to changing market demands.

At this conference, Oracle will tell you about new features which OEM-initiative and Software United program will provide software developers and system integrators in time of tight budgets.

The Conference is aimed to representatives of companies from Central and Eastern Europe, Russia & CIS countries. It is a great opportunity not only to learn about the latest technologies from leading vendor, but also to expand the boundaries of the sales and reach new markets. In addition to the popular business content and product sessions, we'll be adding a dedicated developer session to focus on specific topics designed for developers.

The main goals of the conference are:

- **Presentation of new program solutions and discussion of the various possible applications.**
- **In-depth study of Oracle products & solutions and its OEM-program.**
- **Recruitment near 3600 new partners and their solutions on the market.**

For registration, with questions and suggestions please contact us: events@vdel.com (subject «softwareunited»)

There is no participation fee upon condition of preliminary registration and confirmation from our side.
SCHEDULE YOUR TRIP ALREADY TODAY.

The number of sponsors is limited.
Have time to become one of them, support the event and promote your solutions
just for 10K EUR.