

SoftFluent opens a new subsidiary in Bouvet Island.

Off the Antarctica coast, Bouvet Island is in fact a great location to develop its business, as SoftFluent, editor of the #1 model-driven software development product CodeFluent Entities, considers.

Driven by enlightened investors, and after numerous correspondences with well-known investment groups, SoftFluent chose to develop a targeted international expansion strategy. This strategy should allow SoftFluent to gain market shares on a continent and assure itself a dominant position on it at a quick pace; before extending the strategy world-wide. In this regard, "Antarctica naturally imposed itself as the ideal continent, with in the end, a very limited competition" as suggests Daniel Cohen-Zardi, chief executive officer. Additionally, as it is administratively part of a European country, this is the ideal gate to target the European market through an approach that is very likely to surprise competitors.

Furthermore, having its own domain name (.BV), and despite Bouvet Island is exclusively inhabited by penguins; this island counts many subscribers to free online messaging platforms. We even confirmed by our strategist consultant that worked for one of them, that objectives exist inside these global companies to increase the number of subscribers with such addresses. This is "the absolute proof that there is a true potential of creating value by attracting new subscribers to next generation services", according to Omid Bayani, in charge of business development.

Moreover, Simon Mourier, chief technology officer, wishes to attract the many penguins to use CodeFluent Entities. "Not only this would demonstrate the simplicity of the model-driven approach, but this would also show it's attractive to a population, which isn't traditionally in favor of Microsoft's partners' technologies".

Finally, SoftFluent anticipates the "Cloud Computing" opportunity, which will require server multiplication, and in that matter, what could be better than a naturally cold island to minimize global warming effects, and optimize energy consumption?

About SoftFluent

Created in 2005, SoftFluent is a software engineering company. Its CodeFluent software factory generates ready-to-use components starting from a simple and pragmatic modeling approach.

Pour plus d'informations : www.softfluent.com

Press contact

Christine Moronval
SoftFluent Marketing Department
Tél. : +33 1 75 60 04 45
Mail : christine.moronval@softfluent.com