

FOR IMMEDIATE RELEASE

## **TECHTRA AND BRIDGE INCUBATION GROUP ANNOUNCE NEW ALLIANCE PARTNERSHIP**

### **Techtra Expands EMEA Sales Channels and Strengthens Leadership in the SharePoint Technology**

**Montreal, March 5, 2009** - Techtra, a leading provider of SharePoint products and solutions, has announced further expansion in the EMEA market and a new partnership with Bridge Incubation Group B.V., a Dutch-based technology business company. The partnership will increase the effectiveness and the response in the EMEA markets and position Techtra as an important player in the SharePoint arena on this part of the world. The agreement involves the development of localized market strategies, set-up and management of sales channels and various business development and marketing activities.

“Techtra’s products and solutions are a great fit within our SharePoint offering in the EMEA region” said Johan Pellicaan, CEO of the Bridge Incubation Group. “By using products like Mail2Share which fully integrates Outlook and SharePoint or Techtra Gridview that allows users to display large amounts of data from different sources without the need to write a single line of code, our clients can solve multiple issues SharePoint users face every day and empower their organizations with critical business information. We are fully confident that Techtra’s SharePoint knowledge and market recognition will help us drive their solutions into the EMEA market.”

Bridge Incubation Group enables partners to implement effective strategies for growing share in existing markets and breaking into new markets. The company's service provides new customers from various countries in Europe, the Middle East and Africa, access to highly innovative products and technologies and allows them to maximize their IT investment and increase their profitability by boosting their operational effectiveness.

“Our ability to innovate and develop a unique differentiation factor has been proved over the past years by our No. 1 position in the SharePoint technology on the Microsoft Canada Partner website.” says Techtra President, Andre Larose. “We’re very excited about the new alliance with Bridge Incubation Group who shares our passion for customer success. With this new partnership, Techtra is further executing on its strategy to expand into new markets. We are now uniquely positioned to deliver the easy to use, complete suite of our SharePoint products and solutions the EMEA market is asking for”.

Techtra is a Microsoft Excellence Gold Certified partner and recognized by Microsoft as go-to partner in the SharePoint technology field. By leveraging its extensive SharePoint expertise, Techtra has developed and distributes its own line of SharePoint based web parts, tools and solutions

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including Mail2Share – Outlook to SharePoint e-mail management, iRecruit, iCare and Paperless Board Meeting, for both the private and public sectors.

### **About Techtra**

Techtra, one of the few members of Microsoft's top-level "Excellence Gold Partner Program" is recognized for its extensive experience and expertise in Business Processes Automation, Enterprise Content Management and the development of advanced Information Management solutions, including Consulting and Systems Integration based on SharePoint®, BizTalk®, InfoPath®, PerformancePoint® and SQL® Microsoft technologies. Today, with 9 Microsoft competencies and a proven experience backed up by 100% customer satisfaction, Techtra continues to leverage the power of collaboration to help companies around the world gain real business value and significantly improve performance and efficiency.

For further information about Techtra, please visit Techtra website at: [www.Techtra.ca](http://www.Techtra.ca)

### **About Bridge Incubation Group**

The Dutch-based Bridge Incubation Group was founded in 2007 by Johan Pellicaan, a veteran of the IT industry and the founder of the ProClarity Corporation. The Bridge Incubation Group promotes software companies within the EMEA market and delivers services in the areas of business planning, channel development and optimization, sales and marketing and venture funding. Bridge leverages its strong experience in partnering with emerging businesses by being the first company to concentrate on and representing Microsoft independent software vendors in the Europe, Middle East and Africa markets.

For further information about The Bridge Incubation Group, please visit Bridge website at: [www.BRIDGEincubation.com](http://www.BRIDGEincubation.com)

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