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Zachary Penn  
Authorized Representative  
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SureTranslation  
1606 Headway Cir, #9637  
Austin, TX 78754  
United States



Diari de Girona SATURDAY, JULY 21, 2001  
Economy Business 3

# 1 SOFT TECNOSISTEMA WINS THE "SOLUTION PARTNER DEVELOPER AWARD"

A computer company from Girona receives an IBM award in the United States

It has created software useful for managing large companies

CARLES TORRAMADÉ  
GIRONA

The company 1 Soft Tecnosistema S.A.

1 Soft Tecnosistema SA, located on J.M. Gironella Street in Girona, is a five-year-old company dedicated to the development and marketing of software, and this year it has received a major award from the multinational IBM in California (USA).

This computer company, also known as 1stsistema and employing 14 people, has designed touchscreen software for Points of Sale. This program is aimed at large companies that have a network of retail establishments, such as Caprabo, El Corte Inglés or Carrefour.

The new aspect of this program is that it allows the company's management center to link automatically with the different points of sale (stores), so that information is transmitted smoothly and transparently.

Furthermore, the software has a "sector-specific" application; that is, there are different versions for each type of sector: pastry and bakery, clothing stores, restaurants, cafés, hairdressers, etc., which allows for more precise control. A notable feature is that the software is touchscreen-based, making it easier and faster to use.

1stsistema, which appeared in 1996 within the Research and Development department of the Estudi Graf Group, has been marketing its software since 1998. At the beginning of 1999, it became an IBM Business Partner for marketing solutions for the point of sale. On January 1, 2001, 1 Soft Tecnosistema SA was created as an independent company. Over the course of its five-year history, the company has received various certifications from IBM, such as "Store Proven" (the fifth European company to receive this recognition).

Even so, the most important prizes have been awarded this year. In February, IBM granted 1st-sistem the "Solution Partner Developer Award" in the MA region (Europe, Africa and the Middle East). In California (USA), the multinational awards it to the best Business Partner in software development. The other award is the Gold Star in technological innovation granted by Fira de Barcelona.

Also this year, the Girona-based company has expanded its distribution channels to Italy and Mexico. In Spain, it has one main wholesaler, Investrónica.

Despite the company's recognition by such an important firm as IBM and its expansion abroad, its manager, Alex Conesa, has shown us the difficulties that national new-technology companies face in competing against North American and Japanese multinationals. Conesa mainly attributes this to the commercial potential of these companies, which have a greater capacity to make themselves known, and to the mentality that exported material is better than domestic. Alex Conesa gives an example: "We have made more Spanish clients by having a stand in France than when we had the same stand in Madrid. What is most curious is how the clients we gained in France had already visited us in Madrid. That means that seeing us in another country made them believe we were better and trust our product more."