

## Avanquest Software introduces PC performance optimization tools for broadband service providers and PC OEMs

### System Suite Essentials Enables Broadband Service Providers and PC Hardware Manufacturers to Shrink Tech Support Costs, Increase Customer Satisfaction and Reduce Churn

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**Avanquest Software**, a world leading developer and publisher of consumer software and business solutions, **today introduced System Suite Essentials, a PC diagnostics and maintenance solution for the OEM systems and broadband services market.** System Suite Essentials, based on Avanquest's award-winning retail solution, System Suite 8, contains innovative, easy-to-use tools for OEMs and broadband services companies to offer to their customers to ensure the high-speed PC performance and system reliability broadband subscribers expect.

Exceeding 50% in 2007 (source: Parks Associates), broadband penetration in the US has been rising at a rapid clip as users seek a better online, gaming, music, and media experiences. However, these activities can tax underperforming systems and create an end customer experience that is sometimes unfairly attached to the broadband provider.

"System Suite Essentials takes the best elements of our highly proven PC utilities product, System Suite 8, and packages them for the OEM market," said **Julie Shevlin, Vice President of Avanquest's Denver-based OEM division.** "By offering System Suite Essentials, OEMs can give their customers an easy-to-use method for returning their computers to peak performance and maintaining that high performance. In this new edition, System Suite Essentials is particularly suited for the needs of cable networks, ISPs and other broadband service providers that are locked in fierce battles for customers and need to maintain satisfaction levels among customers or risk defections. This is one important way that they can differentiate their offering, reduce customer support costs, and increase their subscriber satisfaction. Past studies have reported as many as 22% of broadband subscribers would like to leave their current providers with the average churn around 15%," she added.

Compatible with Windows Vista, XP and 2000 editions, System Suite Essentials delivers the same state-of-the-art PC Diagnostic, PC Maintenance and Internet Clean-Up technology found in System Suite 8, one of the top retail PC system maintenance programs. The OEM edition features a complete 3-step process of preventive measures for diagnosing hardware problems, system clean-up and overall system optimization including the following example tasks:

- **Step 1 Diagnose: PC Diagnostics** has more than 95 tests that check and report on all installed system hardware including memory, hard drives, USB, network cards, video, sound cards, DVD drives and more for accurate error identification and troubleshooting.
- **Step 2: Fix: SMARTDiskCheck** notifies users of SMART- enabled hard-disk performance deteriorations which can lead to data loss and complete drive failure.
- **Step 3: Clean and Optimize** removes cookies, temporary internet files and registry links to enhance performance speed.

Additionally, the software includes an innovative “Quick Status” screen for easy and intuitive navigation of the software's menus and utility sets, and a Start-Up Commander that's designed to speed a PC's initialization process by allowing users to modify and remove unessential programs that slow down and may even harm the system.

System Suite Essentials is available with a customizable user interface that can be branded with corporate images and logos and a wide variety of color schemes and graphics to compliment the OEM's or broadband service provider's existing end user software.

For additional information about System Suite Essentials and Avanquest OEM products visit <http://www.avanquest.com/oem/>.

### **About Avanquest Software**

Avanquest Software is one of the world's leading software publishers, marketing up to 1,500 software titles developed in-house or by developer partners via multiple sales channels on three continents – North America, Europe and Asia. Avanquest Software addresses the general public through its Retail, Online and Direct-to-Consumer channels; businesses through the Corporate channel; and key players in mobile telephony and IT through OEM (Original Equipment Manufacturers) licenses. With 650 employees and approximately 200 engineers in Research and Development distributed between France, China and the United States, the company is committed to constant innovation. Listed on Euronext (ISIN FR0004026714) since December 1996, Avanquest Software is part of Eurolist, SBF index 250. Additional information is available at <http://www.avanquest.com> or <http://about.avanquest.com>

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