



## MEDIA RELEASE

### **Media Contact**

Brian A Laufer  
Vice President of Operations  
Phone: (407) 248-1481  
Fax: (407) 248-1482  
[brian.laufer@quotewerks.com](mailto:brian.laufer@quotewerks.com)

### **FOR IMMEDIATE RELEASE**

### **Aspire Technologies, Inc. Partners with Dexxon Digital Storage.**

***Dexxon Digital Storage is the latest distributor to offer Real-time Price and Availability product data through QuoteWerks.***

ORLANDO, FL (Vocus/PRWEB) October 21, 2009 — Aspire Technologies, Inc. is proud to announce the new QuoteWerks integration with Digital Storage.

QuoteWerks, the award winning sales quoting and ordering software, is used by over 50,000 professionals in over 100 countries every day. QuoteWerks is designed specifically to transform the quoting process into what it should be ~ Simple, Fast, and Cost Effective.

Providing quoting solutions to IT Solution Providers for over 15 years, QuoteWerks is clearly the quoting solution of choice for companies who want to improve their sales processes without the costly recurring fees inherent with other quoting tools. Dexxon Digital Storage VARs can be up and running with QuoteWerks and the Real-time Module for less than \$380 (one time investment).

Both Aspire Technologies, Inc. and Digital Storage recognize that the costs of traditional integration technologies and complex backend systems are significant and often cost-prohibitive to the small to midsize resellers. "Digital Storage is continuously looking for ways to help our customers increase efficiencies and decrease the cost of doing business," said Bev Fekete, Vice President of Sales at Digital Storage. "Our partnership with QuoteWerks allows us to provide a quality alternative to EDI or XML without the expense and maintenance."

In today's market, if you take too long to get a price quote into a potential customer's hands, you stand a greater chance of losing that sale.

With the QuoteWerks real-time integration to Dexxon product pricing and availability, Dexxon VARS can now search for and include Dexxon products in their quote, and update these items with current pricing and availability - all from within QuoteWerks. Without this integration, Dexxon VARs would need to perform multiple queries on the Dexxon website finding products and pricing, and then would need to manually copy the part number, description, and pricing into the quote for each item.

The VAR will continue to benefit from QuoteWerks and the integration with Dexxon even after the initial quote has been submitted to the customer.

Often, a customer calls with an older quote, asking for updates and changes. With this [real-time integration](#), QuoteWerks users just use the "Refresh with Latest Prices" option and all of the prices in the quote are updated with the Dexxon VAR's current pricing. This saves the VAR a tremendous amount of time. Often the VAR's cost of various products has changed since the last time pricing was checked. To address these changes, the QuoteWerks "Item Cost Change" wizard assists the VAR in deciding how to apply a cost change to the product's price. For example, if the VAR's cost goes down, using the wizard, the VAR can easily determine the best way to apply the cost change with a simple click. There is an



## MEDIA RELEASE

### **Media Contact**

Brian A Laufer  
Vice President of Operations  
Phone: (407) 248-1481  
Fax: (407) 248-1482  
[brian.laufer@quotewerks.com](mailto:brian.laufer@quotewerks.com)

option to keep the customer price the same or pass the savings on to the customer - lowering the customer price. There is also an option to split the savings between the VAR and the customer.

"Having access to real-time pricing gives the Dexxon VAR the ability to deliver last minute price savings to their customers," said Brian Laufer Vice President of Operations at Aspire Technologies, Inc.

"QuoteWerks is fast becoming the preferred choice of IT VARs as the cost effective quoting solution that integrates with their IT distributors."

### **About Digital Storage**

Digital Storage is a wholesale distributor of removable storage media, related equipment, accessories and services. Digital Storage provides real-time services, industry knowledge, and customized, value-added offerings that help customers and suppliers grow their businesses. Digital Storage emphasizes the sale of high-quality, internationally-known, name-brand product lines. HP, IBM, Sony, Quantum, Imation, Memorex, Maxell, Verbatim, Emtec, TDK, Fuji, Exabyte, EDP, are a few of the major brands supported. Dedicated to helping customers grow their business, Digital Storage offers excellent customer service, product availability and industry knowledge. For more information please visit [www.digitalstorage.com](http://www.digitalstorage.com)

### **About Aspire Technologies and QuoteWerks®**

Aspire Technologies, the creators of the award winning QuoteWerks® sales quoting software, is the leading provider of sales quoting software with its award winning QuoteWerks® application deployed to thousands of businesses and enterprises worldwide. QuoteWerks® integrates with all major and leading CRM packages including ACT!, Goldmine®, Maximizer®, Microsoft Dynamics CRM, Outlook®, TeleMagic®, salesforce.com®, SalesLogix, and SugarCRM™ and such popular accounting applications as QuickBooks® and Peachtree, enabling businesses in all industries to integrate QuoteWerks® seamlessly into their existing environments. Aspire Technologies is headquartered in Orlando, Florida and is a Microsoft Gold Certified Partner, Sage Gold Level Development Partner, and an HP DSP Partner. For more information please visit [www.quotewerks.com](http://www.quotewerks.com).

*QuoteWerks is a registered trademark of Aspire Technologies, Inc. Other trademarks referenced are the property of their respective owners.*

###