

## Press Release

# ASPERA WINS SILVER STEVIE® AWARD IN 2013 INTERNATIONAL BUSINESS AWARDS<sup>SM</sup>

*Winners to Be Celebrated at Gala Banquet on 14 October in  
Barcelona, Spain*

Aachen, Germany – 14 October 2013 – Aspera was named the winner of a Silver Stevie® Award in the Product Development/Management Department or Team of the Year category in The 10<sup>th</sup> Annual International Business Awards today.

16 full-time professionals are the “Heroes of Aspera” and deliver the best service you can imagine. Normally, software companies offer 1-2 new releases annually to appease their customers’ needs. Aspera’s Development Team works hard to meet the dynamic challenges of Software License Management and releases 5 times as many—on average 10 releases per year.

Aside from helping keep the customers happy, the Aspera Heroes are skillful innovators and product developers. In 2012, not a single bug was open in the software product [SmartTrack](#).

In August 2012 Aspera won a strategic OEM partnership with CA Technologies, where the development of the product lies in the hands of Aspera’s Development Team. This achievement put additional demands on the Team, which they mastered together with Aspera’s already existing goals and roadmap for the year.

The International Business Awards are the world’s premier business awards program. All individuals and organizations worldwide – public and private, for-profit and non-profit, large and small - are eligible to submit nominations. The 2013 IBAs received entries from more than 50 nations and territories.

Stevie Award winners were selected by more than 250 executives worldwide who participated in the judging process this year. Details about The International Business Awards and the lists of Stevie Award winners are available at: <http://www.StevieAwards.com/IBA>.

More than 3,300 nominations from organizations of all sizes and in virtually every industry were submitted this year for consideration in a wide range of categories, including Most Innovative Company of the Year, Management Team of the Year, Best New Product or Service of the Year, Corporate Social Responsibility Program of the Year, and Executive of the Year, among others.

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“Using SCRUM principles and agile development cycles for the last 11 consecutive years turned out to be one of the best decisions for the development of our Software License Management technology. It enables us to equally meet the ever-changing demands of our customers and of software licensing,” said Keith Sauvant, Co-founder and Managing Partner of Research & Development at Aspera. “I’m very proud of my team for their dedication. Their ability to envision and design highly complex mathematical algorithms to manage complicated software metrics and make sense of Big Data is impressive. Thanks to their hard work and innovative thinking Aspera is the market leader.”

“The 2013 International Business Awards are noteworthy for featuring the best collection of entries we have ever received,” said Michael Gallagher, president and founder of the Stevie Awards. “The judges have been unanimous in their comments about the quality of achievements, and the expertise with which they were portrayed, in the nominations we received this year. We extend our most heartfelt congratulations to all of this year’s Gold, Silver and Bronze Stevie Award winners.”

*This press release can be downloaded at <http://www.aspera.com> and <http://www.usu.de>.*



### About Aspera

Aspera is a highly specialized provider of Software License Management solutions and services. Our unique, catalog-based approach has been successfully implemented in international projects since 2000. SmartTrack is the solution of choice for large companies wishing to effectively manage software assets governed by significant volume license agreements. It helps organizations obtain an overview of and manage all software licenses, upgrades, certificates, maintenance, and contracts in their organization, ensure compliance, control software costs, and protect against vendor audits.

More than 130 world class businesses – including 24 Fortune Global 500 companies – rely on Aspera’s expertise. Aspera has partners in Australia, Germany, Scandinavia, the Netherlands, and the UK.

Following the ISO/IEC 19770-1 standard our [services](#) include, but are not limited to: LaaS, Software Recognition, License Clearing, the Master Catalog,

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Extended Catalog, ITIL certified organization and process consulting, project management, integration, and customer support.

Aspera GmbH was founded in 2000 in Aachen, Germany and its sister company in the USA, Aspera Technologies Inc. was established in 2012. Together the companies currently employ 92 professionals. Aspera GmbH and Aspera Technologies Inc. are wholly owned subsidiaries of USU Group. More information is available at [www.aspera.com](http://www.aspera.com).

### **About the Stevie Awards**

Stevie Awards are conferred in five programs: The International Business Awards, The American Business Awards, the Asia-Pacific Stevie Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at [www.StevieAwards.com](http://www.StevieAwards.com).

*This press release is available at <http://www.aspera.com> as well as at <http://www.usu.de>.*

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