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Beqom Strengthens its Presence in North America

Connecticut, October 9, 2013: beqom, a global innovator of Workforce Behavior Management solutions, today announced the creation of beqom labs.

Beqom labs is located in Redmond, Washington, near the campus of Microsoft, who is both a customer and technology partner of the company.

"The creation of this new US-based development and support office strengthens our presence in North America and is directly related to our strategy to be a truly global organization in the SPM-EPM market space," says Fabio Ronga, CEO of beqom. *"Our US based revenues now represent more than one third of beqom's global revenues and it seemed obvious for us to have a stronger presence on the West coast."* adds Joe Kaddis, General Manager, North America.

Beqom labs will be staffed by experienced consultants and developers with extensive knowledge of Sales Performance & Employee Performance Management solutions. "Along with supporting our West coast customers, our lab team will be working closely together with Microsoft, further developing beqom's new generation software applications, focusing on large, global, multi-tenant deployments," says Stephan Pohl, Head of Product and Microsoft Alliance for beqom.