

# Alberto Lederman

Aranda Software

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<b>COUNTRY</b>	Colombia
<b>INDUSTRY</b>	Technology
<b>YEAR SELECTED</b>	2011
<b>PARTNER</b>	Jorge Osorio
<b>WEBSITE</b>	<a href="http://www.arandasoft.com">www.arandasoft.com</a>

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## COMPANY SNAPSHOT

Founded in 2002, Aranda Software monitors IT infrastructure and services, controls IT implementation, maintenance, and technical support, and enforces service agreements. In contrast to well-heeled competitors who utilize an in-house sales force to manage top accounts and distributors to handle smaller accounts, Aranda sells exclusively through resellers. Aranda is able to incentivize sales over a network of hundreds of resellers by including them on the largest and most lucrative deals. Aranda has offices in 10+ countries in Latin America and is quickly scaling in the region's multi-million dollar IT Software Management market.

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