

# **B2B IT E-MARKETPLACE**

## **Project Implementation**

This project is a long-term unprecedented program in Republic of Armenia, which currently is in the incubation stage and realized by Center for Information Technologies (CIT) LLC.

There are almost two hundred IT organizations in RA, and about half of them are software developing companies.

The consumption of software packages created by those independent software vendors cannot be limited only by the Armenian small markets.

B2B IT E-MARKETPLACE aims to support IT organizations as well as individual developers to sell their own software applications through reputable commercial structures.

The project's distribution ways are as follows:

Sales conducted by:

- Resellers
- Value-Added Resellers (VARs)
- Software Registration Services
- Software Submission Services
- B2B E-Marketplaces
- Original Equipment Manufacturers (OEMs)
- Third Party Developers
- Distributors
- Dealers
- Agents
- Integrators
- Affiliates
- Blogs & Forums
- On Line IT Stores
- E-Commerce Provides
- PAD Submission Services
- Software Publishers
- Ads by Search Engines
- Web Hosting Services