

Press Release
February 2010

BUSINESS ADVANTAGE LAUNCHES THEIR NEW WEBSITE

Business Advantage, a B2B market research, business development and marketing consultancy practice operating in the global IT, Digital and Telecommunications market, announces the launch of their new website:

www.business-advantage.com

In these 'click and go' times, where speed is of the essence and content is king, Business Advantage has made their website simpler to use, with faster navigation, improved search facilities and richer content. As part of this refresh process Business Advantage also launched a new corporate logo and rebranded their free e-zines:

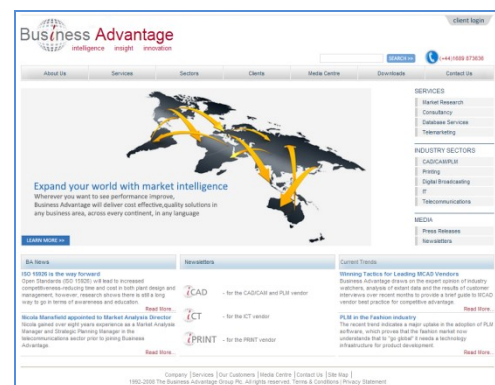
CAD Spaghetti, is now known as  - for the broad Computer Aided Design (CAD) and Product Lifecycle Management (PLM) vendor communities

ICT Spaghetti, is now known as  - for the Information and Communication Technologies (ICT) vendor communities

and take a look at our **new** e-zine  - for the Digital Print industry

Business Advantage's new website contains many features such as:

- Latest Industry News often based on first hand knowledge gained from our research projects
- Case Studies and Testimonials
- E-zines
- White Papers



Please take a look and provide us with your feedback and ideas for additional improvement to info@business-advantage.com

-- Ends --

Editor's Notes:

About Business Advantage: Formed in 1992, Business Advantage is a B2B market research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunications sectors. Our team of specialist researchers has undertaken B2B market research on a worldwide basis and has completed assignments for information and communications technology clients in over 100 countries, spanning 5 continents. We provide a wide range of services to many leading international companies, including Autodesk, BT, Dassault Systèmes, HP, Bentley Systems, IBM, Siemens PLM, Pitney Bowes (MapInfo), Lectra, Sony, Aveva, Sophos, SUN, FICO, PTC and many others.

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We would very much appreciate being advised if you publish an article using the content of this Press Release.

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