Sontax Ltd. Joins Forces with Quadcore Corp. to Offer Superior Mobile Gaming Experience

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After thorough negotiations the two software companies establish a joint venture to develop a new mobile gaming app.

Sontax Ltd. and Quadcore Corporation have recently joined forces in an attempt to respond to emerging client needs and the impressive growth rates of the mobile app markets. Quadcore claim that this steady growth was visible in the unmatched ROE for the previous fiscal year. Similarly, Sontax report a 14% revenue increase for the first two quarters of 2014. The new joint venture of the two companies was announced last week at a press briefing in the Apex City of London Hotel by Dominic Fitz, Finance Director of Quadcore Corporation and Shay Friedrich, Marketing Director of Sontax.

An Opportunity to Enter Broader Global Markets

'We saw a great business opportunity to conquer emerging markets and we took advantage of it' says Fitz. 'By pooling our main resources - capital and expertise, we are hoping to reduce the exposure of risk involved and to be able to offer a better mobile platform to our customers.' Quadcore Finance Director realises that this is both a chance to enter a new profitable niche and a huge challenge on a highly competitive market.

Understandably, another concern voiced by Shay Friedrich is that developing a native app proves to be a technically daunting task and requires higher upfront investment. 'However, when we compare the hybrid to the native apps the latter outperform HTML5 web apps in every aspect and are worth the added cost. Our developers will be able to craft a more engaging user experience and make the app more responsive and intuitive.' By adopting this new business strategy the companies will ensure they achieve the highest monetisation possible.

New Partnerships Are Highly Possible

Sontax Ltd. do not discount the possibility to enter more partnerships in the future since their goal is to expand their business and collaborate with major players on the Asian gaming market also. The increasing number of mobile users who have visited their latest website for live roulette makes them very optimistic that further innovations in their mobile software will soon take place. Dominic Fitz shares that their next goal will be to team up with an Asian software development company and focus on designing a special native app that is intended only for Asian players.

About the Companies

Sontax Ltd. is an EU-based software development company which has sustained a steady growth since it was established in 2010. They have proved their know-how in the industry but are always looking for ways to excel because of the rapidly changing character of the software development sector.

Quadcore Corporation was set up in the late 90ies and have a long-standing reputation for their highly advanced software engineering. The year so far has been crucial for the company since their turnover soared 45% in FY13 and they had to live up to their customers' expectations. Their new partnership with Sontax is seen as a perfect opportunity to do so.

You can find more information at the first common project of the both companies:

www.liverouletteonline.info

or contact Mr. Friedrich at: info@liverouletteonline.info

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