

# ZOOM INFORMATICA

Leader for the Distribution of Remote Access solutions in Portugal



## ABOUT ZOOM INFORMATICA:

- Founded in 1995
- 10+ employees
- 4000 end-users

## DISTRIBUTING SOFTWARE IN A GROWING IT MARKET

### Interview of Abilio Pires, Founder & CEO

Back in 2015, when Abilio Pires felt the need to diversify his products range, he looked for a **"simple and affordable alternative to Citrix"** - and ultimately found TSplus.

The Software market revenue in Portugal has gained \$200 Millions in 5 years and is expected to gain \$40 Millions more in 2021.

Today, ZOOM Informatica is one of the main Remote Software providers in Portugal. Next to TSplus, they deliver two others products, including their own business software, **ArtSoft**.

Abilio is at the top of a large distribution network based on three main IT companies who take care of ZOOM sales across the country via their own resellers.

The ZOOM Informatica team is focused on providing the best Technical Support in the industry and works in closely with two other companies founded by Abilio to manage the accounting and the Marketing.

# EXPANDING TSPLUS DISTRIBUTION IN AFRICA

Opening doors in Portuguese speaking countries through the pharmacy Industry

Lately, ZOOM Informatica development strategy has been to penetrate African market.

The software Industry on the African continent is growing exponentially and offers a terrific opportunity for Portuguese firms to expand their reach internationally. For the past year, Abilio has been selling TSplus to the Pharmacy sector in Africa's Portuguese speaking countries including Angola, Sao Tome & Principe islands, Mozambique...

Zoom Informatica's success in these areas is promising!

*"We work with an Association who travels and meets our TSplus distributors directly in Africa. The market is developing fast"*

**- Abilio Pires, CEO of ZOOM Informatica.**

Find them at [www.zoom.pt](http://www.zoom.pt) or contact directly Abilio at [abilio@zoom.pt](mailto:abilio@zoom.pt)



Born in Africa, Abilio Pires arrived in Portugal at the age of 8, he is a pure technician with a thing for human contact.

He calls himself an "IT Addict"!

It's the passion for software and delivering the best service to their customers which binds Abilio and his collaborators and makes ZOOM Informatica a successful enterprise.

The choice to make TSplus one of their flagship products was in line with this vision:

A smart and powerful solution to simplify the life of IT administrators, TSplus provides the same benefits as Citrix for half the cost and the time to implement it!

