

# Iksanika Customers Benefiting From Financial Crisis

On account of a current difficult situation in the business world an American [outsourcing software development company](#) – Iksanika announces their services price reduction.

The crisis forced many American and European companies to cut down the budget that was regularly spent on the investment into further business growth such as launching new services and products. It resulted in diminution of the expenses for the company software development. At the moment some companies are more anxious about survival than development and reinforcement of positions on the market. Therefore, the demand for [custom software development](#) and other services has considerably dropped down.

Taking into account the consequences of the financial crisis and the present state of the most companies Iksanika management board came to the decision to reduce the price for their software development and business analysis services.

“It may seem contradictory, but we recommend our clients to keep on investing into business development. We have carried out the marketing research which proves that the company production costs may be lowered by 10-60% with the implementation of the solutions that we offer. Meanwhile, the solution cost makes only 3-15% of the budget spent on operational expenses. I truly believe that the role of correct marketing will only increase in the near future, – says Alex Vergej, Iksanika CEO. – As we want to support our customers during the critical period we announce the price reduction. Our services will be till 30% cheaper in 2009 than they were in 2008. This is a temporary action that starts now and will be valid up to the end of the first quarter of 2009. But for those companies that will become our customers during this time period the price will remain low further on.”

At the same time the discount program “First Client” will remain valid. Iksanika customers can get 10% discount for a limited period of time. To the long-term clients a special discount system is applicable.

The Iksanika management hopes that these measures will help the customers to keep on developing their business and successfully manage the global financial crisis.

## About Iksanika:

Iksanika is one of the leading providers of high-end offshore outsourcing software development and business optimization services with IT related services, with industry-specific software expertise in software development, online service provider, entertainment, travel, resort and hospitality. Iksanika is US based company with [offshore software development](#) center is located in Belarus. Now Iksanika is proud to be leading in: custom software development, software-as-a-service development, enterprise application development, rich internet application development.

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