



**ITQlick.com is a social platform and marketplace designed to assist business customers in choosing, purchasing and implementing software and IT services for their company.**

Choosing and implementing a software product for a business can be a tricky task with many surprises along the way. Many times, the decision maker will find himself juggling between many alternatives with different parameters, long list of features and "magic" comparison charts.

But what if the decision maker knew which products and services are used by businesses similar to his? What if he could have access to their reviews or even network for collaborating on similar activities? Moreover, what if the software buyer could get a social recommendation

about products and services based on his real needs and different segmentations? According to Gartner Businesses worldwide is spending \$2 trillion annually on IT products and services, Current purchasing decisions are based on analysts, consultants and other experts.

[www.ITQlick.com](http://www.ITQlick.com)

**Management Team:**  
Shlomi Lavie, CEO

**Open Beta launched**  
January 1<sup>st</sup> 2013

**Public launched**  
May 1<sup>st</sup> 2013

**Investments to date**  
Seed investment

ITQlick.com wants to make it easier for any business to find the right software products and IT services for their needs, based on the experience of peers in similar companies.

Shlomi Lavie, CEO and founder of ITQlick.com, who spent 10 years as an IS manager in high-tech companies, is very familiar with this situation: "Whether a company needs to select or implement a software for their business, it seems that the IT decision maker needs to reinvent the wheel whereas there are most likely many professionals out there who already gained relevant experience that can assist".

[ITQlick.com](http://ITQlick.com) is a social platform for assisting companies in purchasing software and IT services and a global dedicated marketplace. Launched in beta on January 2013, ITQlick.com already features +4,100 software products across 400 categories and +3,000 IT vendors.

With ITQlick.com network of experts, buyers and tech decision makers can quickly access peer recommendations and real user reviews of the tools & services used by similar companies, and find the specific information they need by using advanced searching parameters and tags. ITQlick users sign in with their LinkedIn accounts, thus ensuring validated feedback.

ITQlick's professional community opens another channel for IT vendors for reaching potential software buyers and maintaining ongoing contact with their customers by posting important updates and answering professional questions.

"ITQlick.com is not only about finding the right app for your business", says Shlomi – "it also assists you in other important stages such as implementation and upgrade by connecting you to similar professionals. Our goal is to save your time and prevent costly mistakes when making a purchasing decision about a software or a service for your business".

**For more information please contact us: [Info@ITQlick.com](mailto:Info@ITQlick.com) | +972-543215059 | Tel Aviv**