

# New Microsoft UltraCam Partner for Chinese Market

From its headquarters in Singapore, Prime Pacific UniTech (PUT) has signed up as Microsoft's UltraCam sales and support partner for China, with United RST providing technical support and repair services within China. Microsoft now has two sales and support partners in China and a calibration and service centre in Singapore.

PUT is providing a variety of sales and marketing management services for Microsoft's UltraCam line of digital aerial mapping systems to ensure maximum sales coverage in China. To increase awareness, PUT is recruiting and managing value-added sales partners for vertical markets and organising and sponsoring local marketing events and overseas working trips for clients.

PUT's primary in-country partner, United RST, will provide comprehensive after-sales technical support and repair services for all UltraCam systems in China. The five full-time staff members are fully trained in all aspects of UltraCam hardware and software. United RST is also in the process of setting up an UltraCam calibration and service center in Beijing to primarily serve UltraCam customers in China and nearby countries.

Having a sales and support centre in Singapore, with technical support in Beijing, offers UltraCam customers in this region the advantages of a shorter shipping distance and a similar time zone, said Michelle Gu, director, Prime Pacific UniTech. She added that her company understands the importance of being responsive to its customers, for everything from basic product questions to expedited repairs.

Microsoft is pleased to add Prime Pacific UniTech as a key partner in the growing Chinese market, stated Alexander Wiechert, Microsoft business director. Having local experts representing the UltraCam product line allows Microsoft to better serve its customers throughout the region.

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