

**FOR IMMEDIATE RELEASE**

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## **Software2 opens new UK head office to support international growth**

Yorkshire-based EdTech company relocates to larger HQ location to support European and North American expansion



Software2 has opened its new headquarters in Yorkshire as the UK-based company aims to further develop its software offering to universities across Europe and North America. The education technology company behind AppsAnywhere, currently used by over 50% of all universities in the UK, has opened its flagship site in Sherburn in Elmet, just outside Leeds.

The new home for the firm's Yorkshire-based workforce is former village pub Foresters Arms, now converted into office space, meeting rooms and social areas, still equipped with the original bar and dartboard! The relocation gives the company the space needed for its existing workforce plus an additional 20 employees, which Software2 aims to recruit in the next three years to further increase its revenue.

"After nearly 10 years in business we're thrilled to be opening our new HQ, just 10-minutes' drive from where it all started back in 2009. It's crucial in attracting the skilled workforce we need to be successful in the global higher education markets. And with so many great technology companies in nearby Leeds, it's important we stay competitive in the marketplace for jobs and local talent" said Software2 Co-Founder, Nick Johnson.

Johnson added that Software2 will look to continue its expansion into the higher education market and further develop its presence amongst North American universities and colleges.

"We've achieved incredible growth since launching AppsAnywhere in America and Canada in 2014. With more than 5,000 potential university and college customers in those markets, our new HQ gives us the platform to capitalise on the incredible growth opportunity there thanks to both our UK and US based teams " he added.

The EdTech company, currently working with key customers such as Durham University, Imperial College London and University of Michigan, was founded in 2009 where it set up its UK headquarters in Leeds, Yorkshire. The move to the all-new, larger HQ comes as the company celebrates its 10-year anniversary of working within the global Higher Education market.

The new head office gives Software2 a platform to increase its headcount and support its ambitious revenue growth plans of 25% for 2019, where it can continue to recruit local IT talent to the development team behind the company's flagship software delivery and virtualization solution, AppsAnywhere.

Software2 meanwhile recently announced its entry into the Australian higher education market through local channel partner iSTRATEGY, a market similar in size to the UK where the company has achieved market penetration amongst universities here over recent years.

Johnson added "we are excited to be based in the Selby district and are looking forward to working with the local authority to support our ongoing operation and future growth."

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More information about the new office, including photos of the pub during renovation, can be found here: <https://www.software2.com/resource-centre/software2s-new-hq-and-website>

## About Software2:

[Software2 is the home of AppsAnywhere](#), the world's only dedicated education app store, used and loved by students, colleges and universities across the globe. With offices in Leeds (UK), Boston (USA), Spain and Germany, Software2 are highly-experienced in working within the higher education technology sector, to solve the problem of delivering any software to any user, on demand.

Software2's AppsAnywhere solution is used by more than 1.5 million students in higher education establishments across North America and Europe. Notable users include University of Michigan (USA), University of St Andrews (UK), Durham University (UK) and Imperial College London (UK). Today, 15 apps are launched by university students and staff through AppsAnywhere every second, worldwide.

## About AppsAnywhere:

[AppsAnywhere](#) is a super-cool software deployment and application delivery solution. The digital workspace offers a friendly way for students to get better technology and a better learning experience, by integrating with a variety of technologies (e.g. Microsoft SCCM, Parallels RAS, VMware Horizon, Numacent Cloudpaging) and by using leading application virtualization software; the only solution on the market capable of delivering 100% of software applications on-demand.

AppsAnywhere combines the IT department's vision with the 21st century student's expectations: to be able to access any app on any device, at anytime and anywhere, both on and off campus. It transforms the students' technology and learning experience and allows the university to take advantage of true BYOD (bring your own device), on both Windows and Mac, whilst reducing the overheads associated with traditional solutions like virtual desktop infrastructure (VDI).

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