PROMOTORA Venture Capital Invests in HELPPEOPLE Software to Strengthen the Consolidation and Expansion of its Business Model in Latin America

HELPPEOPLE Software is the seventh investment by Promotora’s Venture Capital Fund.

Medellin (PRWEB) May 21, 2014 -- HELPPEOPLE is a company that started operations in 2000. Their main product, Helppeople Service Management allows the implementation of a service desk, enabling: Managing Service Requests; Asset Inventory and Configuration, and Operations Management. The solution helps to adopt best practices in order to help companies become more efficient and productive.

HELPPEOPLE will use the resources invested by the Fund and strategic support from Promotora in the consolidation and expansion of its business model. “Promotora Venture Capital Fund will allow us to expand operations internationally and incorporate their experience on best practices to strengthen the growth and consolidation strategy we have set,” said Gustavo Henao, CEO of HELPPEOPLE Software.

"The resources invested in HELPPEOPLE Software will enable the company to strengthen its structure, management capacity, reinforce their business model and become a major player in its industry," said Francisco A. Mira, President of Promotora.

About Promotora

Promotora provides private equity fund management and investment banking services. It currently has $ 65 million under management between its Venture Capital and Private Equity Funds. Through its Venture Capital Fund it invests in innovative technology companies with potential to be globally competitive in the industries of Health Sciences, Biotechnology, ICT - Information Technology and Communications, and Applied Engineering Services; companies and projects that are starting operations and require resources to introduce their products or services to market or to consolidate and expand their business model.

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About Software HELPPEOPLE

Leader in software solutions for the adoption of best practices, with more than 10 years of experience. The company provides solutions as: ITIL (IT Infrastructure Library Information Technology), COBIT (Control Objectives for Information and related Technology), TOGAF (Scheme of Enterprise Architecture) and ISO 2000. In addition, it provides consulting support through Model Optimization Services to facilitate the implementation of these practices.

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