



XCHANGE Celebrates Over 2 Million Transactions, 2 Million Less Packaging Boxes

FOR IMMEDIATE RELEASE

October 2023 - XCHANGE Market Corp. has achieved a remarkable milestone, surpassing 2 million transactions in music software digital distribution.

Before XCHANGE, music software was normally packaged, shipped, and stocked physically in music retail stores and their warehouses, all for a simple code printed on paper. Launched in 2009, XCHANGE was created as a better alternative to selling audio software in the retail environment. The company serves as a business-to-business purchasing platform for music retailers to order products from manufacturers and then sell these products to its customers online. This strategy allows retailers and manufacturers to expand and scale their businesses globally by networking and connecting to deliver digital software licenses. While simultaneously serving the needs of retailers, XCHANGE offers manufacturers a portal to manage their retail connections, set prices, import digital codes for immediate sale, and create and distribute promotions, all within a centralized interface.

This setup represents a paradigm shift in the way music software is sold and delivered, enabling customers to purchase and receive licenses in seconds rather than days and weeks and eliminating costs associated with manufacturing, shipping, warehousing, and shrinkage. The company boasts of saving countless trees, gas, time, and energy. 2 million transactions on XCHANGE means they have saved the MI industry from creating 2 million packaging boxes for music software.

“Congratulations to XCHANGE on 2 million transactions! It’s been a strong partnership for Sweetwater for over a decade and we look forward to continuing our partnership for many more years. Our shared passion for helping customers achieve their musical dreams as quickly and easily as possible has created amazing growth over these last 11 years.”

- John Hopkins, CEO, Sweetwater

Businesses can participate in this music software boon by joining XCHANGE today. Its digital delivery platform, with an emphasis on automation and integration, as well as subscription and rent-to-own features make it a desirable tool for retailers to deliver countless software titles to customers instantly. There are more than 7,000 products to sell, no reseller fees, no inventory stocking requirements, and products are delivered in seconds anywhere in the world 24/7. More sales, more profits.

Learn more or sign up for free today at www.xchangemarket.com

Other Media Resources

[Official 2 Million Celebration Video](#)

[Official 2 Million Celebration Page](#)

[Full List of Reseller and Vendor Congratulation Messages](#)

CONTACT

info@xchangemarket.com

JOIN XCHANGE

vendors@xchangemarket.com