

CAST Expands Global Business in China

Seasoned Chinese executive to lead new operation centered around software risk

New York – October 17, 2017 – [CAST](#), the leader in software intelligence, today announced it has officially opened doors in Beijing to serve the fast-growing, software-driven market in greater China. The newly appointed Beijing office led by Senior Vice President and Managing Director, Fansi Zhu, formerly Head of Capital Markets at FIS China, will support the rapid uptick in demand for [software intelligence for digital leaders](#) who need to stay informed about their growing exposure to [software risk](#).

“The market in China is very much shifting from hardware to software investments as digital transformation becomes more important for both enterprise and consumer brands looking to capture the Chinese consumer,” said Vincent Delaroche, Chairman and CEO, CAST. “Digital leaders in greater China are eager to deliver high-quality, secure software that supports business demands. We are thrilled to welcome the very talented Fansi to our leadership team as we expand in the APAC region.”

According to Forrester, technology investments in China have shifted significantly toward software and services, with a strong focus on digital security. [More than 50 percent](#) of executives surveyed by Forrester report that rising customer expectations is a chief requirement for the business to push IT to keep technology current. CAST is directly responding to this need with a full suite of software intelligence products at the application- and portfolio-level that analyze the robustness, efficiency and [security of software systems](#), among other key health factors.

“The domestic IT market in China is outpacing the level of business engagement, rigor and maturity we see in the US and European IT environments,” said Mr. Zhu. “Business leaders in China are hungry for software intelligence to make more informed technology decisions and strategically steer the direction of their company while delighting customers and keeping their data safe. I’m very pleased to join CAST and spearhead our corporate expansion at this pivotal time in the China market.”

As Senior Vice President and Managing Director, [Mr. Zhu is responsible for the CAST business in greater China](#), including Taiwan, Hong Kong and Macao. CAST has several marquee customers in China that will serve as the initial customer footprint. Mr. Zhu will be leading the CAST China team to serve strategic clients and cooperate with local and global system integrators to bring maximized business value to clients. Mr. Zhu has more than 20 years of experience managing IT software and services for several multi-national companies in China, including IBM, Oracle, HP and FIS. Fansi holds a Bachelor’s in aviation design and an Executive MBA from Beijing Beihang University.

For more information about CAST China, click [here](#).

About CAST

CAST is the world leader in software intelligence, with unique technology backed by \$150 million in software analysis and measurement R&D. CAST technology helps digital leaders and doers see the truth, become software geniuses and deliver Superware™ - resilient, responsive, safe and secure software. Hundreds of companies rely on CAST to improve end-user satisfaction and time-to-market, prevent business disruption and reduce cost. Founded in 1990, CAST operates globally with offices in North America, Europe, India and China.



For more information about CAST:

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