



New Additions for the Week 6 April - TOP STORIES #161

Here are the Vendors for the week, and for a full list of Vendors already transacting with us on the Marketplace, they [can be found here](#)

Click on the Vendor Logo to go to the home page for that company.



Company Overview

CodeTwo is a privately held, Polish independent software vendor (ISV) founded in 2007 by brothers Jarek and Michal Burek, and headquartered in Jelenia Góra, Poland. From the outset, the company focused exclusively on the Microsoft ecosystem, building tools that extend and enhance Microsoft 365, Exchange Server, and Outlook for organisations of all sizes. Today, CodeTwo serves over 130,000 companies across 170+ countries, including major global enterprises such as Facebook, Samsung, Volkswagen, and UNICEF, along with numerous Fortune 500 clients.

The company operates with a team of approximately 120+ developers, designers, and specialists, all working in-house with no outsourcing of either development or customer support, a deliberate differentiator it cites as central to product quality and service responsiveness.

CodeTwo holds Microsoft Gold Partner status (since 2010), has won the Microsoft Partner of the Year Award in the ISV category, and was named a Microsoft Customer Experience Award Finalist. It is ISO/IEC 27001 and ISO/IEC 27018 certified, has received the 2024 Forbes Diamond Award for dynamic company growth, and has been recognised in Deloitte's Fast 50 Impact Stars programme.

Products and Services

- **CodeTwo Email Signatures 365**, cloud-based email signature and branding management for Microsoft 365, adding signatures server-side across all devices and mail clients
- **CodeTwo Email Signatures for Exchange**, on-premises email signature management for Microsoft Exchange Server environments
- **CodeTwo Office 365 Migration**, secure automated desktop tool for migrating mailbox data to Microsoft 365 from Exchange Server and IMAP sources
- **CodeTwo Backup for Office 365**, local backup and granular recovery for Exchange Online, SharePoint Online, OneDrive for Business, and Microsoft Teams data
- **Microsoft 365 Tenant-to-Tenant Migration**, cross-tenant migration of mailboxes and Microsoft 365 data between organisations or domains
- **Professional Services & Support**, direct expert technical support from HQ-based staff, with no bots or third-party outsourcing



Octoparse

Company Overview

Octoparse is a privately held data extraction and web scraping software company operating under the parent entity Octopus Data Inc., founded in 2016 and headquartered in Walnut, California. Built on the principle that data collection should require no programming knowledge, the platform has grown into one of the most widely adopted no-code web scraping tools in the world, reaching 4.5 million users across more than 190 countries by 2022. The company employs between 51 and 200 staff and maintains a global user base spanning e-commerce, marketing, finance, research, and enterprise intelligence.

Today, Octoparse operates as a multi-product data intelligence business, having expanded well beyond its original desktop scraping roots. Alongside its flagship scraping platform, the company launched Octoparse CEM (Customer Experience Management) in 2021 and Octoparse RPA (Robotic Process Automation) in 2023, positioning itself as a broader automation and AI-powered data platform serving individual users, SMEs, and enterprise clients. The global data scraping tools market, in which Octoparse is consistently listed as a key player, is projected to reach \$2.8 billion in 2025 at a CAGR of 29.1%.

Products and Services

- **Octoparse Desktop App**, a no-code, point-and-click web scraping client for Windows with a built-in browser, auto-detect workflow builder, and visual task designer
- **Octoparse Cloud Service**, enabling 24/7 cloud-based extraction with up to 20 simultaneous threads, scheduled scraping, and auto IP rotation
- **Octoparse Task Templates**, a library of 469+ free pre-built scrapers for popular platforms including Amazon, eBay, LinkedIn, Instagram, YouTube, Google Maps, and Yelp
- **Octoparse Smart Mode**, an AI-powered auto-detection feature that converts any web page into a structured data table simply by entering a URL
- **Octoparse RPA**, an AI-assisted robotic process automation tool for browser-based workflow automation, launched in 2023
- **Octoparse CEM** (Customer Experience Management), a multi-channel feedback and AI insights platform integrating public website data with internal systems, supported by 300+ pre-trained models

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- **Octoparse API**, allowing automated data delivery directly into CRMs, databases (MySQL, SQL Server, Oracle), Google Sheets, and third-party applications
- **Octoparse Data Services**, a managed scraping service where the Octoparse team builds and maintains custom scrapers on behalf of enterprise clients
- **Anti-Blocking Suite**, comprising built-in CAPTCHA bypass, proxy server support, IP rotation, user agent switching, and ad blocking to ensure uninterrupted extraction
- **Multi-Format Export**, supporting CSV, Excel, JSON, HTML, TXT, and direct database export with RegEx and XPath tooling for data refinement

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CODETWO Review

CodeTwo is consistently rated among the top business software vendors on G2, where CodeTwo Email Signatures 365 holds an outstanding 4.8/5 average rating based on over 1,500 verified user reviews, making it the first and only email signature solution to reach that milestone on the platform. In G2's 2026 Best Software Awards, CodeTwo was ranked #1 among all email signature tools globally and won in four categories: Best Software Products, Highest Satisfaction Products, Marketing & Digital Advertising Products, and EMEA. Reviewers consistently highlight the ease of deployment, seamless Microsoft 365 integration, centralised signature control across all devices, and the speed and expertise of CodeTwo's in-house support team.

[G2 CODETWO Reviews](#)

Octoparse Review

Octoparse holds a strong 4.8-star rating on G2 across 52 verified reviews, with users consistently highlighting the intuitive no-code interface, the quality of pre-built templates, and the responsiveness of the support team as standout strengths. Reviewers across marketing, e-commerce, research, and IT services describe the platform as an essential time-saving tool, noting that tasks which would otherwise require hours of manual effort are automated within minutes. The ability to export directly to Google Sheets and Power BI, combined with cloud-mode background execution, is frequently cited as a key productivity advantage for non-technical users.

[Octoparse G2 Reviews](#)



Company Overview

TechSmith Corporation is a privately held American software company founded in 1987 (originally as Horizon Technologies) and headquartered in East Lansing, Michigan. Under the leadership of CEO Wendy Hamilton, the company employs approximately 371 people and generates an estimated annual revenue of around \$63-72 million.

TechSmith has established itself as the world's #1 provider of screen capture and screen recording software, serving more than 65 million users across 193 countries, with enterprise customers including Johnson & Johnson, eBay, and Accenture, as well as government agencies and educational institutions worldwide.

TechSmith's flagship product, Snagit, has been the industry standard for screen capture and visual communication for over 30 years, and in 2025 the company significantly deepened its AI capabilities across the full product portfolio. New AI features span Smart Move, Simplify, OCR text replacement, noise removal, avatar generation, and text-based video editing, reinforcing TechSmith's position at the centre of the growing visual communication and corporate e-learning markets. The company continues to invest in its consolidated East Lansing headquarters campus following a major expansion initiative backed by the Michigan Strategic Fund, with the facility serving as its international base of operations.

Products and Services

- **Snagit** - industry-leading screen capture and annotation tool with AI-powered Smart Move, Simplify, OCR text extraction, scrolling capture, GIF creation, and quick video recording with narration
- **Camtasia** - full-featured screen recorder and video editor available in Standard, Create, and Pro tiers with AI noise removal, dynamic caption editing, cursor effects, and avatar generation
- **Audiate** - AI-powered voice and audio recording editor enabling text-based video editing via transcription, tightly integrated with Camtasia
- **TechSmith Assets** - premium royalty-free media library providing access to over 20 million professional templates, music tracks, motion graphics, device frames, and branded themes for Camtasia projects
- **TechSmith Knowmia** - enterprise video management and distribution platform designed for corporate learning and development and higher education environments

- **Camtasia + Snagit Bundle** - combined annual subscription for business teams requiring both screen capture and full video production in a single licence agreement

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Snagit Review

G2 is the most authoritative and highest-volume source of verified peer reviews for TechSmith's products.

Snagit alone carries 5,792 verified reviews with a score of 4.7 out of 5 stars, with users consistently praising the intuitive interface, powerful annotation tools, and seamless integrations with Microsoft Teams, Slack, and Google Drive.

Across the full TechSmith product portfolio, the G2 vendor page aggregates 7,458 verified reviews, making it by far the most comprehensive collection of real-world user feedback available.

Reviewers highlight Snagit's scrolling capture, AI-assisted editing, and the built-in asset library as standout productivity advantages, with many describing it as an indispensable daily tool that has become a de facto standard in enterprise and government environments.

[Snagit G2 Reviews](#)

[TechSmith product portfolio reviews](#)

First Technology | Midrand | Johannesburg, 2191 ZA

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