

Marketlink Canada Features SRIT Products at Toronto's Collaboration Technology Event

November 27, 2007 – Toronto, Ont. — Through a strategic partnership with global IT solutions provider Sobha Renaissance Information Technology (SRIT), Marketlink Canada will showcase a range of SRIT's products at the Collaboration Technology Event in Toronto on November 29, 2007.

Marketlink Canada recently announced its partnership with SRIT — a global IT software application development and solutions vendor specializing in advanced, end-to-end IT solutions and software integration services for healthcare, telecom and enterprise markets. SRIT's enterprise solutions focus on customer relationship management and enterprise resource planning for small, medium and large businesses, including asset, human resource, data, knowledge, and workspace management. Markets for SRIT's tailored solutions include utilities, retail, construction, automotive dealership, rental car agencies, distribution and manufacturing. At the Collaboration Technology Event, Marketlink Canada will showcase SRIT's product range, including telecom IT (OSS, NMS and BSS), digitized healthcare, total enterprise and e-governance solutions for the B2B marketplace.

Offering tailored solutions for utilities, retail, construction, automotive dealership, rental car agencies, distribution and manufacturing, "Marketlink is poised to guide SRIT into new markets in Canada," says Tanya D'Encarnacao, president of Marketlink Canada. "Our strategic partnership with SRIT is a great fit and we are excited about the vast potential in the Canadian marketplace."

"Strategic partnerships like these in IT marketing, covering new terrains are truly exciting. With our presence in more than 20 countries, this entry into the high-potential Canadian market, with Marketlink as our partners, extends our reach further into the West and adds value to SRIT as a global solutions provider," says Dr. Madhu Nambiar, CEO of SRIT.

The Collaboration Technology Event runs November 29 at the Old Mill Inn, 21 Old Mill Road, Toronto. Registration opens at 10:30. The event features door prizes, continental breakfast, hor d'oeuvres and cocktails. Hockey legend Darryl Sittler will welcome delegates at 11 a.m. in the Brule Room. To attend the product showcase as a guest of Marketlink Canada, please register at www.salesstars.homestead.com/Registration.html.

For more information contact:

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