

Marketlink Canada Introduces Global IT Solutions Company to Canadian Market

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TORONTO, Nov. 29 /CNW/ -- Marketlink Canada announces a strategic partnership with Sobha Renaissance Information Technology (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 (CRM) and Enterprise Resource Planning (ERP) for small, medium and large businesses, including asset, human resource, data, knowledge, and workspace management.

Offering tailored solutions for utilities, retail, construction, automotive dealerships, rental car agencies, distribution and manufacturing, SRIT has partnered with Marketlink Canada to capitalize on the potential in the Canadian market. With a strong local network, Marketlink Canada is uniquely poised to offer integrated sales solutions and targeted channel development. "It's a great partnership and a tremendous fit," says Tanya D'Encarnacao, president of Marketlink Canada. "SRIT is a highly respected IT company, with roots in more than 20 countries. They are recognized for quality, innovation and value."

"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 Canada as our partners, extends our reach further into the West and adds value to SRIT as a global solutions provider." says Dr. Madhu Nambiar, Founder CEO of SRIT. "We have found in Marketlink, a stable partner with 20 years of experience amassed, who can take SRIT's products and solutions to the Canadian B2B marketplace."

"Marketlink Canada was chosen by SRIT for its expertise and ability to guide technology companies as they introduce and sell new products in Canada," explains D'Encarnacao.

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About SRIT
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Sobha Renaissance Information Technology (SRIT) is a global IT Solutions Provider of repute and high credibility providing advanced, enterprise-class solutions to Fortune 500 companies. It is the world's first SSE-CMM Level 5 assessed company and also assessed and certified for P-CMM Level 5, SEI CMM Level 5, BS ISO/IEC 27001:2005 and ISO 9001:2000. Headquartered in Bangalore, SRIT currently operates in 20 countries including North America, Europe, Far-East, Middle-East, and Africa. SRIT is a six sigma practicing company, and ranked among "The Top 50 Fast Growing Technology Company (Deloitte, 2006 & 2007). With about 1500 people, SRIT services over 350 customers worldwide. SRIT is a SOBHA Group Enterprise. For more information, please visit www.renaissance-it.com

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About Marketlink Canada

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Marketlink Canada is a Canadian-owned company offering sales solutions, channel marketing and outsourcing programs for IT manufacturers. The company has established an unprecedented level and combination of services, designed to help leading and emerging manufactures achieve market dominance in Canada.

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