

## **New solutions vendor makes inroads into Canada**

by Andrew McKay

One of the world's better-known solution vendors is making its first foray into the Canadian market.

Sobha Renaissance Information Technology (SRIT) is a global IT software application development and solutions vendor specializing in advanced, end-to-end IT solutions and software integration services for the healthcare, telecom and enterprise markets. The company's enterprise solutions focus on CRM and ERP for small, medium and large businesses, including asset, human resource, data, knowledge, and workspace management.

SRIT will be looking for a foothold in Canada via MarketLink Canada, a manufacturer's rep firm that offers sales solutions, channel marketing and outsourcing programs for IT manufacturers.

With corporate headquarters in Bangalore, India, SRIT has been ranked among the 50 fastest growing technology companies in India for two consecutive years, 2006 & 2007 by Deloitte Touche Tohmatsu, Asia Pacific. As industry leaders, SRIT is a SSE-CCM Level 5 certified company.

"Strategic partnerships like these in IT marketing, covering new terrains are truly exciting," said Dr. Madhu Nambiar, Founder CEO of SRIT.

"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."

"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."

"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."