



*For Immediate Release*

## **TAKE Solutions Launches 'take10' with HP to Help Customers Accelerate Business Growth**

*~ Offers SaaS and IaaS based Enterprise Solutions ~*

**Chennai, India, July 6, 2012:** TAKE Solutions Ltd. [BSE: 532890 | NSE: TAKE], a leader in the Supply Chain Management and Life Sciences, today announced the launch of 'take10' - a comprehensive cloud solution to accelerate growth for enterprises in India. As a certified HP CloudAgile partner, TAKE Solutions has access to HP's network of channel partners, sales and marketing support to help drive uptake of take10 in India.

take10 provides business applications including CRM, HRM, e-commerce, Mail, Docs and Work-flow Management via the cloud. The solution, powered by HP's cloud infrastructure, supports customers using various devices such as mobile, tablets, laptops or PCs.

### ***Market Statistics***

*- The SaaS market in India has evolved to a \$50 mn base, dominated by CRM and collaborative apps - Zinnov*

*- By 2015, 24% of all new business software purchases will be of on SaaS delivery.  
- IDC*

TAKE will offer enterprises HP-certified IaaS services such as: Disaster Recovery as a Service ("DRaaS"), CloudSystem Hosting, Dynamic scalability and Software-as-a-Service. By developing these services on the HP CloudSystem, the most complete and open solution for building and managing cloud services, take10 will be able to reduce total cost of ownership by provisioning infrastructure and applications across physical and virtual environments in minutes. Using HP Cloud Maps, take10 will accelerate cloud service deployments and ensure reliability of cloud services implementation with minimal turnaround time for its customers.

take10 offers cost effective solutions to both SMBs and large enterprises in India and markets in the Middle East, with global expansion plans. TAKE Solutions focuses on segments including Supply Chain, Manufacturing, Distribution, Logistics, Retail; Life Sciences - Pharma, Healthcare; IT/ITES and Business Services.

### **Benefits of using take10:**

- License-free. It is a subscription based payment model

- All the IT you need to run your business in one place
- Revolutionary Cloud Computing technology
- Your Business grows Farther and Faster with Social
- You are ready for business anytime, anywhere
- Industry Leading Certifications for End to End Security and End to End Data Privacy
- Provisioned in Minutes, System Configured and Ready to Use in Days
- Simple to learn, easy to use, immediate productivity

Speaking on this occasion, **S Sridharan, managing director, TAKE Solutions** said, “take10 aims to become the most comprehensive business solution on the cloud. The majority of business users who are engaged with customers are not equipped with the right solution. By combining Social, Mobile and Business features on the cloud, take10 will help businesses stay competitive. TAKE aims to provide effective solutions across segments, so that organisations can concentrate on their core competencies.”

“Organizations in India are looking for ways to reduce costs, increase efficiency and improve agility while meeting changing customer needs,” said **Neelam Dhawan, managing director, HP India**. “By utilizing take10, built on HP CloudSystem Matrix, enterprises now have access to business-critical applications via the cloud in minutes enabling them to meet the changing demands of customers, as well as drive competitive advantage.”

A **Zinnov Management Consulting** report reveals that the domestic market for SaaS is estimated to be about USD 50 mn and is currently dominated by collaborative applications and CRM workloads. This is the addressable market that take10 is looking to target.

According to **IDC**, by 2015, about 24% of all new business software purchases will be of service-enabled software with SaaS delivery being 13.1% of worldwide software spending. IDC further predicts that 14.4% of applications spending will be SaaS-based in the same time period.

### About TAKE Solutions

TAKE Solutions, Ltd. [BSE: 532890 | NSE: TAKE] is a leading global business technology company with domain expertise in Life Sciences (LS) and Supply Chain Management (SCM). TAKE provides cost-effective and comprehensive solutions for enterprises across diverse sectors including pharmaceuticals, high technology, consumer packaged goods, oil/gas, and automotive. TAKE’s SCM product suite includes distinct technology with embedded IP that spans enterprise mobility, trading partner collaboration, and material tracking. In the LS domain, TAKE

offers IP-based software and extensive knowledge-based solutions to enable efficient clinical, regulatory, safety and commercialization processes.

TAKE has been recognized as a leader by IDC's MarketScape Worldwide Life Sciences R&D IT Outsourcing for 2011. TAKE's global headquarters is in Chennai, India; its U.S. headquarters is located in Princeton, New Jersey. TAKE has a proven track record as a trusted partner in delivering world-class solutions to more than 400 customers worldwide. For more information, please visit [www.takesolutions.com](http://www.takesolutions.com).

**For further information, please contact:**

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