

Birlasoft Emerges Winner of European IT & Software Excellence Awards 2014

Winner of 'Vertical Solution of the Year' category for delivering business value

New Delhi, India, April 8, 2014: IT Europa, the leading European IT channel publication and market intelligence organisation, has announced the winners of the European IT & Software Excellence Awards 2014 - the pan-European awards event for ISVs, Solution VARs, System Integrators and Distributors.

Birlasoft, the global IT services arm of CK Birla group, has emerged winner in 'Vertical Solution of the Year' category for excellence in driving business transformation for one of its customers in Europe. Birlasoft business intelligence team understood the business rules of the customer, analysed the patterns and developed a system to detect frauds. This led to significant saving for the client on account of fraud detection.

The awards attracted entries from 25 countries, and these entries, while submitted by the ISVs and solution providers themselves, each had to be supported by an endorsement by the client. 81 companies from 16 countries made the finals and the winners were selected by an independent panel of consultants and editors.

"We are finding a consistently high level of entries for each of these annual awards, and we had an impressively wide range of industries and solutions addressed," **says John Garratt, Editor of IT Europa.** "What impressed us this year was the quality and the measurable returns many of these projects delivered. Many have total paybacks many times the value of the IT investment, and we are seeing many of these projects delivered as part of a continuing expansion of productive investment. This shows what a great relationship these IT suppliers have with their customers, and how customers are keen to work with suppliers on a long term change to their organisations."

This award is a testimony to Birlasoft core principles – Speed, Predictability and Executive Commitment in each of its engagement and a reassurance of IT excellence with strong vertical expertise. **Speaking on the occasion, Preeti Das, CEO, Birlasoft said,** "Birlasoft constantly focuses on providing business value to its clients by delivering best-in-class business solutions in specialized verticals. This recognition by IT Europa is an acknowledgement of our global delivery excellence and vertical expertise. I congratulate our customers who have their continued trust on us and the Birlasoft team who have committed themselves to deliver significant value to our customers."

About Birlasoft:

Birlasoft, part of 150 year old multi-billion dollar CK Birla Group, enables clients in Manufacturing, Banking & Financial Services, Insurance, Media & Healthcare industry, to become competitive in their business by providing value-based information technology services, in onshore, offshore and near-shore models. Birlasoft's portfolio of services includes Enterprise Application Services, Custom Application Services and Specialized services like Testing, Analytics and Mobility. Birlasoft's robust delivery processes embrace digitized project management methodologies, embedded within proven practices. Birlasoft has presence across US, UK, Europe, APAC including India. For further information, *visit* www.birlasoft.com

For More Information please contact:

Amit Tiwari

Manager – Global Marketing, Birlasoft

Email: amit.tiwari@birlasoft.com

Phone: +91 9818595609 IST