

Saksoft launches specialized services for Credit Information Management

Offerings combine solution and integration expertise in Identity Theft Protection products like Credit Reports, Score and Credit Monitoring suite of applications

New York —26 April 2011 —Saksoft (NSE: SAKSOFT), the Information Management Specialist company, today announced the launch of its Third-Party Application Development & Integration Services and Solutions in the digital space in North America. The services and solutions portfolio covers Third Party Business Services Integration, Building Direct to Consumer marketplaces, white labeling websites, and implementing Industry Standard Credit Scoring models and Managed Services. These services are targeted at companies operating in the lucrative Consumer Credit Information Management space.

Aditya Krishna, CEO of Saksoft said, “Right from our business commencement eleven years ago, Saksoft has been partnering with the Credit Reporting Industry in Core Services and Business Support Services. The need for Credit Information Management offering now cuts across Industries as right customer acquisition becomes the new buzzword and clients look at trends such as personalization, smartphone adoption and integration”.

“Combining Saksoft’s strong technology expertise with the domain knowledge of Credit Information Management provides us with a launching pad for growing our US business. We see a lot of traction with Digital Marketing companies requiring integration of Credit Information Management services” said Naushad Ahmed, Executive Vice President of Saksoft’s American Operations. “We expect Credit Information Management business to drive a major part of our revenues in the next few years”

Saksoft has several clients in the Credit Information Management space .Saksoft’s teams in Credit Information Management have functional and technical expertise that enables digital marketing companies acquire customers with ease.

About Saksoft

Saksoft is a leading provider of Information Management Solutions to successful companies around the World. We deliver success to the enterprise by helping consolidate, organize and manage large volumes of data collected by businesses. Working with data sources that are often disparate and complex, we make accurate, high quality, relevant information readily available to the people that need it. By being better informed, these companies are empowered to make key decisions and implement strategies for making their enterprises successful. Visit www.saksoft.com

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