

**FOR IMMEDIATE RELEASE**

## **Symphony Marketing Solutions Launches Global Operations from Bangalore**

*Over 1,200 Professionals Provide Transformational Outsourcing and Technology Solutions in Marketing Analytics Worldwide, Making SMS One of the Largest Multi-shore Companies in Its Sector Worldwide*

**BANGALORE, INDIA and SOUTHPORT, CT (USA) – December 6, 2007** – Symphony Marketing Solutions today announced the launch of its global operations in Bangalore, India. Symphony Marketing Solutions combines knowledge, people and processes to provide full scale transformational outsourcing through a global model that delivers market analytics, business intelligence, data modelling, data integration, and data management. The new company employs over 1,200 professionals worldwide, including its offshore center in Bangalore India, and headquarters in Southport, CT. Symphony Marketing Solutions will be one of the largest independent players in the fast growing market analytics outsourcing space.

Formed through a spin-off from Symphony Services, Symphony Marketing Solutions will offer its clients a world class talent pool that leverages business insights present in underlying data to build strategies that help clients take more informed and effective decisions. Strategies that demonstrate direct impact on client revenue include data-based marketing strategies for customer acquisition, devising customer retention strategies, and executing loss mitigation strategies through cutting edge forecasting tools. Clients will include both end-users and information intermediaries in the Pharmaceutical, Financial Services, Consumer Goods and Telecommunications industries worldwide.

Speaking on the occasion of the launch in Bangalore, Romesh Wadhvani, Chairman and CEO of SMS' parent company, Symphony Technology Group, said, "Symphony Marketing Solutions is uniquely positioned in the marketing analytics space by virtue of the fact that it brings together a diverse portfolio of clients across varied industries with one of the best talent pools in industry through a reliable and proven global delivery model."

"The market analytics space is about talent, knowledge and processes", said Joe Bellini, CEO, Symphony Marketing Solutions. "With one of the largest and most experienced talent pools, strong policies and processes, and the embedded influence of the Symphony Technology Group culture of excellence, we have a decided advantage in providing high-impact solutions that generate uncommon insights and operating efficiencies."

In conjunction with the company's Bangalore launch, SMS also announced plans to aggressively ramp up its employee base in India by 30-40% over the next one year. Employees will have access to carefully planned career

progression paths that include diverse options designed to expose them to the many client domains the company operates in. The company's strong policies and procedures are deeply embedded in its culture, enabling it to scale rapidly without loss of quality.

Symphony Marketing Solutions already provides cutting-edge analytics services to clients including the world's leading provider of enterprise market information solutions and services; the global leader in targeted behavior-based marketing solutions; one of the largest telecommunications companies in the US; one of the leading operators of horse racing tracks worldwide, and a leading provider of financial information and analytic applications for investment professionals around the globe, among many others.

### **About Symphony Marketing Solutions**

Symphony Marketing Solutions is the leading provider of technology-enabled marketing and analytic services, with deep domain knowledge and a critical mass global delivery model, capable of delivering full-scale transformational outsourcing, focused on market analytics, business intelligence, data modeling, data integration and data management. For more information, please send a mail at [info@symphonys.com](mailto:info@symphonys.com).

### **About Symphony Technology Group**

Symphony Technology Group (STG) is a strategic holding company that helps companies maximize operational efficiencies in the enterprise software and services market. With years of deep operational experience to draw upon, STG companies can leverage strong personal networks, vast financial and operational resources and a history of excellence to empower their clients' success today and tomorrow. STG is actively engaged with each Group company, providing the strategic insight needed to achieve business performance and revenue growth through innovation. Headquartered in Palo Alto, Calif., STG is a \$1.2 billion strategic holding company that employs more than 7,000 employees worldwide across its companies. For more information, visit [www.symphonytg.com](http://www.symphonytg.com).

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