

## Mastersoft and Melstar partnership to revolutionize quality customer information management in India

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Press release from: [Mastersoft](#)

Mumbai, India, February 8, 2010: Mastersoft Research and Melstar Information technologies today joined hands in a partnership designed to enable organizations to address the problem of customer information integrity, fluctuating compliance requirements and customer expectations.

The alliance will combine Mastersoft's Harmony Series of Customer Data Quality Products with Melstar's robust solutions expertise and enviable local reputation to provide a comprehensive data quality platform to the Indian enterprise.

"Mastersoft Research is extremely excited about this partnership with Melstar Information Technologies. The pedigree and brand recognition that exists for Melstar in its market in India has synergies with Mastersoft's own history and credentials. We believe this relationship provides Mastersoft with a powerful local presence to broaden our ability to provide customer data quality solutions to Indian businesses. Indian organisations are developing a stronger emphasis on quality customer information to support their business objectives as well as regulatory and compliance requirements. Helping organisations solve customer data quality or information quality challenges in the Indian context requires local understanding and local skills to implement and integrate data quality solutions. Melstar brings those skills strongly to the table. These are complex serious challenges that face organisations around the world and it is crucial that a combination of software tools, products and local technical and domain expertise is used to solve them" said Susan Hyland, Chief Executive Officer, Mastersoft Research

Indian organizations are optimizing their goals of understanding their customers better to support a variety of regulatory, compliance and general business purposes. Many business projects fail due to low data quality and this has caused both CEO's and CIO's to focus on improved customer data quality and organizational information quality.

Mr. S M Arora, Managing Director, Melstar Information Technologies Ltd said 'The partnership with Mastersoft Research complements Melstar's current portfolio of services. This spans application management services for the BFSI, Insurance, Government and Telecom industry in India. Through this partnership we will address customer information and data compliance concerns at the enterprise across verticals'.

Mastersoft's harmony series of products, helps such customer-centric organizations to ensure accurate and consolidated client information is available in single customer view. Mastersoft's Harmony suite of products takes control of the quality of enterprise customer data by creating a true single customer view. The Harmony series of products helps an enterprise leverage the customer relationship and other attributes to cross-sell or up-sell or simply service clients more effectively.

### About Mastersoft Research

Mastersoft Research is a market leader in Customer Information and Data Quality solutions. Mastersoft works with a wide range of global blue-chip customers across the banking, finance, insurance, telecommunications, utilities and government sectors. Mastersoft's 'Harmony' series of products, built on an intelligent Universal Information Integrity Engine (UIIE) is the first integrated solution that enforces Customer Information Integrity (CII) policies across the entire enterprise.

Visit [www.mastersoftresearch.com](http://www.mastersoftresearch.com) for more information.

### About Melstar Information Technologies Ltd

Established in 1986, Melstar Information Technologies Ltd, the application management organization has offices across Mumbai, Pune, Chennai, Hyderabad, Bangalore, Kolkata, Gurgaon, New Jersey Melstar's offerings include application support and migration, application and product testing, application consulting business, virtual off shore development facility, application design and development and application Help Desk. Melstar is a part of Rs.3000 crore plus Yash Birla Group.

Visit [www.melstar.com](http://www.melstar.com) for more information

Safe Harbor

Certain statements in this release concerning our future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause our actual results to differ materially from those in such forward-looking statements. We do not undertake to update any forward-looking statement that may be made from time to time by us or on our behalf.

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