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## Excellence in IT Business

MAY 6, 2011  
THE WESTIN, PUNE

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## CHOICE SOLUTIONS

MD & CEO: Jagannath Kallakurchi

- ChannelWorld Premier100 Winner
- Special Award Winner: Datacenter

**We are clearly focused to deliver end to end product portfolio with services overlay for existing enterprise customers and new SMB organizations."**

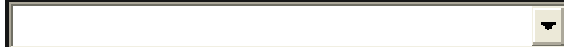
Reduction from principal revenues (product sales) and more focus on services business was the key strategy adopted by Choice Solutions. With large teams for services, the Hyderabad headquartered solution provider derived almost one third of revenues from services in last fiscal year. An additional 10 percent of revenues emerged from 'outside India' enterprises were they provide services.

The company hired over 100 people during downturn at a better cost than normal growth times to be better prepared for similar situations in future. There wasn't much fresh investment in terms of internal infrastructure set up as the company had invested in service related infrastructure facilities earlier.

There was a deliberate focus to cater to SMBs across India as top 100 accounts are mostly serviced by vendors directly or by large SIs as per top management at Choice Solutions. As a part of this, the company also expanded operations in Tier 2 cities of Dehradun and Vizag.

Choice Solutions refocused on the existing enterprise clients by up selling services and new product offerings. They are clearly focused to deliver end to end product portfolio with services overlay for existing enterprise customers and new SMB organizations.

## Winners 2011



## CHOICE SOLUTIONS

- Founded 1991
- Revenue 2010-11 Rs.90.34 Crore

## EXECUTIVES

- Jagannath Kallakurchi MD &CEO
- M.J.Dwaraknath Head Operations & Executive Director
- A.Bhanu Prakash Chief Financial Officer & Head Business Services

## KEY PRINCIPALS

- APC by Schneider
- Tandberg
- EMC
- ORACLE - SUN

## KEY TECHNOLOGIES

- Security
- Storage
- Servers
- Power & cooling

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