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## Choice Solutions to adopt integrated sales approach

By B Sw aminathan - 20 September, 2012

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Choice Solutions, as the name suggests, has emerged one of the 'best choices' for overall solution needs. The solution provider is planning to adopt an integrated sales approach in the current fiscal.

Speaking to *The DQ Week* about the plans for the financial year, K V Jagannath, CEO, Choice solutions said, "We have big plans for this year, like adopting integrated sales approach for our six business practices-products, services and consulting, etc, which have been interlinked. Unified

customer experiences will be provided this year onwards, and we will be adding more services in the Green Initiatives for both IT and non-IT segments, which will reduce power consumption and show significant impact on customer bills. We are also adding service products for our managed accounts in areas such as security, network and IaaS. We are focused on manufacturing and IT verticals in the complete SMB space and ITIL V3 for our IMS business and other services. We have plans to unveil few new offices in class-C cities."

Even amidst market conditions of uncertainty of buying pattern and wish of principals to eliminate the middlemen, the partner is keen on improving value creation which it feels is quantifiable and tangible to get account success.

Choice Solutions has also seen lot of new customers in their traditional lines such as power equipment, IT hardware, software and applications in the last fiscal and will continue to march ahead in the current fiscal.



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