



Dec 06, 2013

Choice Solutions Enters B2C, Plans A Global Play

Swaminathan

— B Swaminathan

Hyderabad, Dec 06: City-based Choice Solutions, a leading provider of computer solutions for the enterprise segment, is planning to add the highly lucrative B2C segment of the industry through their new solution FixMySys, that provides remote and onsite IT services.



Fixmysys is designed to make the usage of a computer a delightful experience and enabling the user to get the best of his device, says K.V. Jagannath, CEO of Choice Solutions. "Both freeware as well as companies like iYogi focus on repairing a computer and make it functional

optimally. They are in one or another way service providers. However, FixMySys is like a 'friend-in-need' to the users," he says.

"Most problems with personal desktops and laptops relate to software or issues of customization as users may be unaware of how to use the device effectively. It's a myth and most of the service providers do provide hardware support but an individual never gets the maximum out of the device. Hence we envisaged huge support that requires professionals to handle individuals," he said.

In a chat with Channel Times, Jagannath says the company found during interactions with a section of users - from senior citizens, homemakers or SOHO professionals - found that they were unable to use their systems optimally. This solution will bring a human touch that will add value. "We now plan for online and offline marketing at the global level via social media," he added.

The company is confident of making inroads into this crowded market and believe that competition will actually help promoting the concept. "We hope to create a unique experience based on our 20-year journey in the service industry attending to the best technology brands and solutions from power, consulting, data center and infrastructure management," he said.



Based on their existing brand value, the company believes the new product will address a variety of user segments like students, senior citizens, SOHO workers and homemakers. "We hope to have a client base of two million by 2015 through domestic as well as global expansion," Jagannathan said.

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