

# scintel

**Scintel Announces Global Re-Brand**  
Atlanta, October 12, 2009



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Scintel Technologies, a software development and business process outsourcing company, has announced the launch of its new brand identity. The new brand, which aims to take Scintel into the next stage of its status as a truly international business, will be instrumental in ensuring that the two regions – USA and India – are aligned to deliver excellence globally.

The focus of Scintel's business is helping large companies address their technology challenges and partnering with them to drive the change needed to increase profit and increase business valuation. This theme is conveyed in the company slogan 'Business and Technology Integration', and in the image seen in the brochure, website, company collateral and represented in the company name, signifying consistency, reliability and confidence – the Scintel differentiators. These are all characteristics that Scintel wants to communicate to its clients and partners.

The typeface that has been deployed is a font designed to indicate conservativeness, resilience, integrity and to convey gravitas and substance. The color selected is blue. The blue color is a choice for many companies providing professional advice, as it symbolizes trust and honesty.

Scintel has moved to the next level in the IT services, software development and business process outsourcing world. We are now competing head to head with the largest global IT companies. We are positioning ourselves as a strong player in the IT and BPO offshore industry for Fortune 500 companies.

This new brand will be instrumental in increasing cohesion between our operations in the USA and India. We are excited about the opportunities that this new Scintel will bring. The brand has a key role to play in the provision of these opportunities and the company's growth.

We believe these steps are necessary to win in a changing world.

## **About Scintel Technologies**

Scintel Technologies, Inc is a global provider of information-technology (IT) services to large and mid-size organizations. The Company offers its customers a broad range of IT services, from advising customers on strategic technology plans to developing and implementing appropriate IT applications solutions. Scintel offers custom-tailored solutions based on an assessment of each client's needs. The Company's services include e-business transformation services; consulting; large systems applications development and maintenance; business intelligence solutions, and offshore development services. The company is headquartered in Atlanta, Georgia, USA and is privately held. Scintel Technologies Pvt. Ltd is the global delivery center and is located in Chennai, India. To learn more about Scintel, visit its website at <http://www.scintel.com>.