



**Scintel Teams Up with The
Marketing Engine**
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Scintel Teams Up with The Marketing Engine to Advance Brand Awareness
Industry Leaders Aim to Further Promote Compelling Value Proposition

Scintel Technologies Inc., a leading provider of global IT services and solutions, has engaged the advisory and consulting services of Atlanta based group The Marketing Engine, a high-tech business-to-business marketing firm, to guide and refine the development and execution of its corporate sales and marketing strategies.

“As a high growth company in the constantly changing IT services and solutions space, we need an aggressive marketing strategy that effectively communicates our differentiators to the market,” said T.K. Ganesh, CEO of Scintel. “The Marketing Engine’s proven expertise in building well-crafted marketing strategies will further solidify our reputation as a trusted partner while creating new growth opportunities.”

By leveraging innovative technology and extensive industry experience, Scintel delivers IT services and solutions to organizations around the world. Scintel recently launched a new brand, building a solid marketing infrastructure to further awareness of their solutions and the effective ways they utilize technology to solve critical business issues.

“Scintel’s solid growth and success over the last few years provides an excellent foundation for their marketing efforts,” said Dave Slovin, principal, The Marketing Engine. “We are working with Scintel’s management team to deliver a focused and consistent marketing strategy that resonates across multiple markets.”

The Marketing Engine will immediately begin working with Scintel’s executive team and sales organization to complete a messaging framework that defines the company’s solution set, highlights the strengths of its service offerings, and shares its extensive knowledge and experience.

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>.