

## **IBM & Tally partnership set to revolutionize ERP buying for the Mid-Market**

*Indian Mid-sized businesses to benefit from substantial productivity gains, enhanced support and significantly lower cost of ownership*

**India, Aug 3rd, 2009:** IBM and Tally today announced a first-time agreement to deliver Tally's ERP 9 Gold on IBM's Smart Business platform. By combining Tally's leadership in the ERP market for small and mid-sized companies with IBM's technology strength and reach, a Noteworthy new solution has been introduced to the dynamic Indian mid-market. The IBM and Tally solution stands out in its ability to offer an open, simplified IT experience that reduces the complexity of managing IT and drastically reduces the support and management burden of these solutions - a key cost and time expense for small and medium businesses. The combined solution would be 10 times more cost effective for the customer.

### **Simplifying IT**

IBM delivers this solution complete with all necessary hardware, software, and services tested and optimized so it is up and running quickly. Available starting at less than RS 5 lakh, it can provide all of the fundamental capabilities needed to run a small or medium business including PBX, email, calendaring, instant messaging. Tally is the volume leader in the mid-market ERP space with their ERP 9 product shipping over +100,000 licenses a year. Tally.ERP 9 provides accounting, finance, inventory management, remote access, statutory compliance capabilities, integrated support centre and security management. Tally also allows for quick customization and extensions on the platform, thereby allowing customers to tailor the product to their specific business requirements.

Customers who choose Tally.ERP 9 on Smart Business will enjoy major benefits over traditional platforms including faster implementation, simplified administration, automatic problem reporting and updates. In addition, IBM will stand behind the total solution providing a single point of contact to resolve any technical issues.

This announcement comes at a time when signs of an economic recovery are prompting aggressive Indian businesses to position themselves for growth. The right ERP solution such as Tally's powerful, yet flexible ERP coupled with IBM's Smart Business provides companies with a significant competitive edge. Both IBM and Tally are focused on building their presence in this marketplace where, according to a global study released by IBM recently, even in tough economic conditions, over 50% of Indian mid market business decision makers (including COOs, CFOs, CIOs etc..) expect their IT budget to increase in 2009 versus last year.

"IBM is excited to add this market leading solution to our Smart Business portfolio. This could be a significant driver of IBM's mid-market solutions business", said **Shankar Annaswamy, Regional General Manager, India / South Asia.**

### **Positioning Mid-Market Clients for Growth**

Aarti Group of Industries, a diversified manufacturer based in Mumbai, is an existing customer of both IBM and Tally and plans to use the IBM Smart Business and Tally solution to help them realize major growth. The various factories of Aarti Group, use the power of Tally, they have implemented uniform processes across and receive business critical information in real time. There are 150 users accessing Tally, and at any given point of time there are 50 to 70 concurrent users working on Tally". With Smart Business, Aarti can support further growth.