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Tally's Mathematics For Happiness

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Ramdas S, CRN, February 14, 2012, 1200 hrs

In a bid to expand the base for their business application solutions, Tally Solutions has launched a workshop series across the country called Mathematics of Happiness, targeted toward hardware resellers. This is said to be the first of a series of channel strategies that Tally is expected to unveil as a precursor to the launch of its next generation of ERP solutions, titled Series B.

“Mathematics of Happiness is all about helping the hardware reseller who is catering to the needs of an average SMB customer, scale up business. This is a free four hour workshop to provide precise tools to grow their business,” explained Shoaib Ahmed, President, Tally Solutions.

The workshop series have been in planning for a long, and instead of specialized trainers, senior management including Bharat Goenka, MD is driving it. Tally plans to conduct 90 such workshops across 15 cities in tier-1 and tier-2 cities in the country during this quarter. Around 8,000 partners are expected to take part.

Tally is betting heavily on Series B, which is expected to be launched by Q32012. Touted as the company's most ambitious project so far, Tally hopes to compete directly with SAP and Oracle.

“According to research reports, there are four million SMB enterprises with PC penetration in the country. But our installed base is less than seven lakh licenses. Large cross-section of these companies is still not using business accounting solutions. They will only do so, if the channel partner catering to them would upsell technology.” explained Ahmed.

“For Tally, this workshop series is a way to connect back with the Tally partner, whose primary business is to sell Intel, HP or Dell. And in the days ahead, we are launching solutions for the business user cutting across every device and platform, and the hardware reseller and health of his business is key,” he added.

The advertisement features a dark red background. At the top right, the 'JET AIRWAYS' logo is visible. The main headline reads 'Start an affair with Lofares'. Below this, a large white heart-shaped tag with a red border contains the text '14% Off'. To the right of the heart, the text says 'Exclusive Valentine's Day offer only on jetairways.com'. At the bottom right, there is a yellow button with the text 'Book Now' and a right-pointing arrow. A small white box with the text 'terms apply' is located at the bottom left of the advertisement.