



Grupo Inworx acquires Telesoft e-CRM

The recently signed agreement comprises the integration of TELESOFT to Grupo Inworx, including the operations in Argentina, Peru, and Mexico.

01 March, 2009 – Grupo Inworx, leader of IT Solutions for Insurance and Banking, recently signed an agreement with TELESOFT, the regional leading company of the CRM Market in Latin America. The signature of the agreement comprises the exclusive marketing and distribution of TELESOFT products across the region, including operations in Argentina, Peru, and Mexico.

Leonardo Mato, Grupo Inworx President says: *“Our expectations of the agreement are excellent since the synergy between both companies is present in different levels of the organization, and it is translated into concrete benefits for our clients across the region.”*

And he adds *“The first benefit has to do with the development of the joint offer of products and services, where through the integration of TELESOFT as a company in the Group we integrated the Portfolio of products for Insurix and Inbroker Insurance into the region leading CRM suite, thus creating one of the most comprehensive and competitive offers in the market.”*

“The second benefit axis has to do with the technology synergy, where it is clear the major investments of both companies in our Software Development Centers in Bs. As., La Plata, San Luis, and Lima, will be empowered to keep both companies at the top in technology innovation in Latin America. On the other hand, TELESOFT adds to its known modules of the operational CRM, the new analytical modules to the CRM suite, such as the TELESOFT Analyzer and the Inworx BPM, keeping TELESOFT in the vanguard of the CRM solutions.”

“Finally, the third benefit axis for clients has to do with the synergy in the use of technological infrastructure, human resources, and management, where TELESOFT will begin using the Shared Services scheme that Grupo Inworx has been using for over 5 years for all the companies. These resources will be aimed at strengthening the support for different regional offices, as well as offering new high value-added services. The growth of our offices in Mexico and Peru plays a key role to meet these specific needs of our clients.” concludes Leonardo Mato.

Eudoro de Zavalia, one of the founder partners of TELESOFT e-CRM, will continue, as Regional Director, in the development of TELESOFT e-CRM and Grupo Inworx joint business, leading this process from the Group offices in Mexico.

Zavalia comments on the agreement: *“Without doubt, the signed agreement to join Grupo Inworx offers us a strong synergy of business and technology that will allow TELESOFT to empower the offer of products and services for our clients across the region and will allow us, in turn, to continue steadily growing in the mid term at the pace of these recent years.”*