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Compusoft To Explore Market Potential In Middle East

-B Swaminathan

Thane, Oct 19: Mumbai-based Compusoft, one of the leading software resellers in the country having operations in Singapore as well, is eyeing key wins in the Middle East market with full-fledged operations in Dubai.

In an exclusive chat for 'Channel Times', Devesh Aggarwal, CEO, Compusoft, said, "Compusoft started operations in Singapore since 2014. We have local sales force in Singapore and presales support from India – Support centre. For Singapore Office, current focus on Microsoft CRM Licensing and Implementation service. We have few CRM implementation services done. We also work closely with the channel partners and contributed in their success. For Microsoft CRM Solutions, Singapore has a huge potential market and we are exploring more opportunities. We have also come up with a service solution that is rapid implementation of CRM within 25 days."



Speaking about the challenges faced while setting up operations outside India, he said, "Since we started afresh as a new startup company, the challenges faced are similar to those faced by new companies. For the new software partner, they face challenge in new customer acquisition, operation cost and identifying of right local employees. Customer always looks for local customer reference and reseller face gaining customer confidence for the first purchase order."

UAE Expansion :

Devesh said "We have recently explored UAE market. We planning do it through general expansion. To avoid challenges in operation and recruitment investment at the time of new venture, currently working through local Microsoft ERP channel partners who have a potential customers where we can cater the current market for CRM implementation with our services expert team. It will help us to crossover the initial operational, sales force and building existing customer base."

Roadmap:

On the roadmap of the company, he said that he is planning to grow India operations by increasing value. "Increasing footprint of CRM Consulting / Implementation Services in North and East India and stabilise South East Asia Operation with Singapore office as a base are the key plans.", he said further adding that creating early wins for Middle East, further looking forward to open a full-fledged operation in Dubai as well are also on charts.