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<https://cmrindia.com/isv-compusoft-advisors-unveils-new-identity-aims-to-reflect-the-legacy-and-future/>

The screenshot shows the CMR website interface. At the top, there's a navigation bar with the CMR logo (tagline: Insights powered by research) and menu items: Offerings, Viewpoints, Industry Connect, Newsroom, Research, Marketing Services, and About CMR. Below the navigation bar is a horizontal menu with items like 'Latest Updates', 'Sponsorship Avenues', and several news headlines. The main content area features a blue header for the press release: 'ISV Compusoft Advisors Unveils New Identity, Aims To Reflect The Legacy And Future'. To the right of the header is a portrait of a man. Below the header, it identifies the author as 'Editor - CyberMedia Research' and the date as 'October 3, 2025'. A short introductory paragraph is visible, mentioning the 28th company anniversary and the unveiling of a new brand identity. On the right side of the page, there is a 'RESEARCH TITLES' section listing three items: 'ADAS/ Connected and Automated Vehicles' (\$0), 'Navigating Digital Supply Chain Transformation: Key Challenges and Strategies' (\$450), and 'CMR India Leadership Outlook 2025' (\$250).

*Devesh Aggarwal, CEO of Compusoft Advisors*

## ISV Compusoft Advisors Unveils New Identity, Aims To Reflect The Legacy and Future

As Compusoft Advisors had celebrated its 28th Company Anniversary recently, the organization had unveiled its new brand identity. Calling it a milestone marks more than the passage of time—the new brand identity reflects a rich legacy of innovation, growth, and transformation. It stands as a testament to the enduring trust of our customers, collaboration with our partners, and the dedication of our employees. Today, we proudly unveil our evolved identity: transitioning from Compusoft – World of Software to Compusoft Advisors – Your Trusted AI Saarhi.

“This transformation is far more than a simple name change—it embodies our expanded vision and an increasingly significant role as a strategic partner in AI-led digital transformation. We have matured from being just a technology provider to a value-driven enabler, guiding enterprises through every phase of modernization with AI, advisory services, and agility at the core.”, says Devesh Aggarwal, CEO, at Compusoft Advisors.

What began as a software-selling venture has evolved into a journey defined by long-standing customer relationships, consultative delivery, and future-focused innovation.

Speaking on the reimagining of the identity, Devesh said, “Our rebranding as Compusoft Advisors marks a strategic evolution in our journey—reflecting how our role has expanded from enterprise solution delivery to becoming a trusted advisor in driving AI-led business transformation”.

“Since 2006, we have been deeply engaged in Enterprise Application practices, helping organizations implement Microsoft Dynamics solutions at scale. As emerging technologies have evolved, we have recognized the growing need for deeper intelligence, agility, and automation. In 2023, we began integrating AI-driven approaches into our services—and by 2024, we were leading full-scale AI transformation initiatives across industries. Today, we enable businesses to reimagine their processes, accelerate automation, and unlock the full potential of AI. In a fast-changing landscape, enterprises need more than just software—they need guidance, alignment, and forward-thinking collaboration. That’s what we offer as your Trusted AI Saarthi.”

### **Why the New Identity?**

The shift to Compusoft Advisors reflects a broader strategic focus. The word ‘Advisors’ symbolizes their transformation from software reselling to consultative, enterprise-wide service delivery with AI and innovation at its core.

Highlights of the new identity include:

- A digital-first, agile brand system aligned with the AI and sustainability era
- A renewed emphasis on enterprise-grade solutions with tailored innovation
- A bold signal of our commitment to delivering business impact at scale

Speaking more on what Sets Compusoft Advisors Apart, Devesh said, “ We now operate confidently across all industries and customer segments—including the enterprise market with the scale to deliver complex solutions and the agility to tailor them to specific business needs.”

### **ISV Capabilities, Industry Apps & AI Agents**

In addition to being a Microsoft Solutions Partner, Compusoft is also an Independent Software Vendor (ISV) with industry-specific applications built on Microsoft Dynamics platforms. These AI-powered solutions, including custom AI Agents developed using Microsoft Copilot Studio, address real-world business needs and are being made available on Microsoft AppSource and Azure Marketplace. Several additional applications are currently in development and will be launched soon.

“Our agile delivery model ensures rapid responsiveness and personalized solutions. We analyze your processes, identify gaps, and deliver scalable, industry-aligned automation—driving faster time-to-value.” Devesh said further adding : “We enable

organizations to automate operations, enhance compliance, and accelerate decision-making through data-driven, measurable improvements. With a footprint that extends from India to APAC, ANZ (Australia and New Zealand), and beyond, we bring cross-border delivery expertise and export-ready capabilities, enabling scalable transformations for global clients.”

ed customer experiences have built a strong foundation of trust and transformation momentum.

Going ahead, the organization aims to be a ‘Trusted AI Saarthi—guiding the enterprises through every phase of innovation with clarity, agility, and impact.”

“As we embrace this new chapter, Compusoft Advisors remains committed to simplifying complexity, enabling intelligent automation, and building long-term digital value. With an enterprise-focused, future-ready team and a strong culture of innovation, we help organizations transform with confidence and lead with purpose in the AI-driven era.”, Devesh concluded.