



Momenta Global to Expand Learn.com's Reseller Network to the Middle East and North Africa

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Momenta to promote and resell the LearnCenter® platform to the Middle Eastern and North African markets.

PR9.NET March 28, 2007 - Dubai, United Arab Emirates: Momenta, the leading Technology, Media and Telecom Company in the region, today announced that it has partnered with Learn.com®, the leader in on-demand workforce development and productivity, to promote and resell the LearnCenter® platform to the Middle Eastern and North African markets.

"Momenta's Knowledge Management division is one of the pioneers in the growth of knowledge based management in the Middle East and North Africa (MENA) offering its clients a plethora of innovative learning solutions. Our primary focus is to create large-scale awareness for the adoption of contemporary learning techniques across our client organizations in this region," said Meera Kaul, Chief Operating Officer at Momenta Global. "Our partnership with Learn.com will help us achieve the ambitious goals and objectives of reaching this new market."

"We felt the LearnCenter platform offered many features not found in other suites including the capability to scale easily; conduct professional, fully customized online training – whether it is instructor led, virtual instructor led or Web-based, customize and localize training and communications, create a centralized training and employee development repository, track skill gaps and competencies, create an unlimited amount of customized, fully-functional learning portals, and offer the flexibility to grow with any organization in any line of business. Another striking feature, and one which is of big importance in the MENA region, is its out-of-the-box Arabic language capability," added Kaul.

"Our commitment to our clients and the region has always been to provide quality products, solutions and services. That means associating with the best in any line of business we represent. We believe that Learn.com and the LearnCenter platform have tremendous potential and possibilities in this region. As a partner, we know that Learn.com's commitment to its partners and product lines will help us further emphasize our vision to our clients and the region as a whole. We intend to fully support this strategy and the LearnCenter platform for greater market visibility and penetration in the current year," said Kaul.

"We are very pleased to add Momenta to our reseller team," said JW Ray, Chief Operating Officer at Learn.com. "Momenta is a leader in this region and has well established relationships with the business communities. We are looking forward to developing the online learning infrastructure in the Middle East and North Africa."

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About Momenta Global

Momenta is an organization geared to develop customer centricity for our clients through the integration of technology, media & telecom using disciplines of outsourcing, human resource management and knowledge management. Momenta's framework makes the process of charting this path a transparent and corporation centric activity as against being limited by considerations imposed by purely technological solutions. The end result of this approach is the clearly perceived change in the mindset towards a knowledge culture among one and all in the organizations subjected to the process.

About Oak Company

Oak Consulting is a UAE Based Public Relations company specialising in IT and Business PR

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