



# Drishti announces membership alliance with NASSCOM and BPIAI

Drishti-Soft Solutions, December 06, 2007

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*Drishti-Soft Solutions, a leading provider of Contact Center Solutions, recently announced its membership in the National Association of Software and Services Companies (NASSCOM) and BPIAI (Business Process Industry Association of India) committees.*

PR9.NET December 06, 2007 - India/New Delhi - Drishti-Soft Solutions, a leading provider of Contact Center Solutions focused on simplifying Customer Interaction Management, announced its formal membership in the National Association of Software and Services Companies (NASSCOM), the apex body representing the Indian software industry on the national as well as international grounds. Along with this, Drishti has also joined the extensive network of Business Process Industry Association of India (BPIAI), the networking organization of call centers, contact centers, BPOs, KPOs, LPOs and the like.

Drishti values its alliance with a proactive organization such as NASSCOM, which promotes world class management practices and high quality standards. It is of tremendous repute for Drishti to be a member of a visionary organization that has undertaken the task to "establish India as the 21st century's software powerhouse and position the country as the global sourcing hub for software and services." This alliance is a step forward in Drishti's progress and shall leverage its networking base. The prestigious association with NASSCOM and BPIAI shall further add value to Drishti and positively impact its future initiatives.

Drishti's solutions are running successfully in India and Philippines and it further strives to expand its outreach across the globe. Now, being a part of NASSCOM's 1100 member caravan and BPIAI network, Drishti looks forward to moving up on the national as well as international graphs.

"We are glad to be a part of such associations that provide platform for various established and emerging companies across India to innovate, communicate, collaborate and drive technological and economical growth," said Nayan Jain, CTO, Drishti-Soft Solutions.

"NASSCOM has been the ideal institution in proliferating cohesion between members of the IT/ITeS domain, and creating a sound business environment in the country." He continued - "We look forward to participating proactively in different initiatives undertaken by NASSCOM and being instrumental in propelling future growth in the software and services sector. Similarly, BPIAI has been instrumental in bringing the members of the contact center industry closer. We wish to leverage this opportunity to understand their requirements better and addressing their topmost technological concerns."

Abhishek Chauhan, VP for Sales India, called for stronger relationships among the members of NASSCOM and BPIAI members to enhance the prospects of IT/ITeS industry, "We are committed to the growth of the IT/ITeS industry and are considering special privileges for members of these two committees who are considering deployment of innovative communications technologies like ours. We strongly encourage more organizations to become part of these esteemed organizations to effectively deal with issues that are posing as obstacles to an exemplary growth in the IT/ITeS domains."

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## About Drishti-Soft Solutions

Drishti is a leading provider of Contact Center Software & Enterprise Communications Solutions. Drishti's award-winning flagship offering – DACX Contact Center Suite has been a huge success in India and Philippines within a span of two years. Drishti creates innovative Communications technologies for the next-generation Enterprises, empowering them to dynamically manage their Business Processes. Drishti's customers enjoy significant benefits in terms of increase in efficiency levels, reduction in operational costs, flexibility to grow, consistent user experience and a demonstrable ROI.

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