

Pioneering partnership announced - enables better educational technology product development

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The partnership emerges from successful collaborations over a period of time that clearly established the benefits of making the combined expertise available to clients. The two companies take immense pride in announcing a formal alliance today.

TIS is a leading e-learning development company that works closely with educational publishers in the K-12 arena, providing a range of services in educational technology. It has multiple offices in the United States and also a worldwide presence.

Words & Numbers provides editorial and content management services to educational publishers and has a comprehensive grasp of the US school market. The in-house expertise at Words & Numbers is found in the departments of Reading/Language Arts, Social Studies, Science, Mathematics, Allied Health, World Languages, ESL/ELL, and Multimedia.

The partnership of TIS and W&N brings together two award-winning companies with strong reputations in their respective areas. Their complementary capabilities enable each company to offer more than each can do alone.

Commenting on the alliance, the CEO of Words & Numbers, Glenn Evans, said: 'We are excited about the partnership opportunity with Tata Interactive Systems. This partnership offers best-in-class content and technology solutions to our clients.'

The CEO of Tata Interactive Systems, Sanjaya Sharma, said: 'As clients in the US marketplace become more informed and educated about the benefits of offshore development, they also perceive a gap in the ability of non-US companies to write for the US marketplace. This partnership works perfectly to ensure that the clients get the benefits of offshore pricing without having to make any compromise in the quality of content or writing.'

Chetan Mahajan, Vice President of Education at TIS, said: 'As we work more closely with publishers, we increasingly realise that, in order to write for the US marketplace, it is important to have a team that truly understands the nuances of the audience — the culture and the language itself. We believe this partnership brings more value to our clients and it enables our clients to have much more confidence in the content solutions that we build.'

'Words & Numbers' proven expertise and outstanding reputation in the marketplace make them an invaluable partner to us,' Mahajan added. 'We have been working as partners for some time now and, in each instance where we worked together, the clients loved the power of the team.'

'Both TIS and W&N expect this partnership to lead to more business, and even happier clients going forward.'

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Tata Interactive Systems (TIS), a global leader in e-learning, is a part of the \$22bn Tata Group. Truly international, TIS has a presence across the US, Canada, UK, Australia, New Zealand, the Middle East, Japan, India, and mainland Europe. TIS offers corporations, universities, schools, publishers, and government institutions a diversified and innovative bouquet of learning and training solutions including Simulation-based Learning Objects (SimBLs™), Story-based Learning Objects (StoBLs™), courseware and curriculum design, special-needs education, assessments, electronic performance support systems (EPSS), mobile learning, along with other corporate training and consultancy services. Our multi-disciplinary expertise and 16 years' experience across domains helps us design e-learning programmes that are unique to clients' requirements and specifically crafted to boost knowledge retention and application.

Apart from holding ISO 9001 certification, TIS is the only e-learning organisation in the world to be assessed at Level 5 in both the SEI-CMM and P-CMM frameworks. TIS's quest for excellence is reflected in numerous prestigious industry awards, including a Silver Brandon Hall Excellence in Learning Award 2005 and 2004, APEX Award of Excellence in 2005 and 2006, BETT Awards in 2004 and 2006, and two Business World-NID Design Excellence awards.

For more information log on to www.tatinteractive.com

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