

Tata Interactive Systems looks to Northern Europe, through establishing operations in the Netherlands

The global learning provider, Tata Interactive Systems (TIS), is expanding its presence in Scandinavia and the Benelux countries by opening a sales office in the Netherlands to service the learning market in Northern Europe.

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In keeping with the importance of this region in TIS's growth strategy, the organisation has appointed one of its most senior personnel, Rati Menon, as its Vice President of Northern Europe operations. Now in her ninth year with TIS, Rati had earlier headed TIS's Quality operations, spearheaded the implementation of SAP within TIS and then used that experience to benefit TIS's clients by heading TIS's Enterprise Application Training (EAT) division.

TIS's move follows its acquisitions - of Tertia Edusoft AG in Switzerland and Tertia Edusoft GmbH in Germany - nearly two years ago, which strengthened the company's position in the German and Swiss corporate and education sectors.

TIS's CFO, Amita Karia, commented: 'With the strengthening of the Euro in world money markets, it makes good business sense to ramp up our European presence.'

'Our acquisitions in the German and Swiss markets have been performing exceedingly well. Furthermore, we are a well-established name in the UK e-learning industry,' she added.

'Given all these favourable conditions, expansion into Northern Europe is simply the next logical step forward for TIS.'

'Initially at least, the new Netherlands' operation will draw on TIS's instructional design experience and expertise built up in the UK and German markets in recent years,' said Rati.

'Our further offerings, such as electronic performance support systems (EPSS) and TOPSIM management simulations, help companies to achieve their strategic initiatives.'

'We intend to forge enduring alliances by solving key business issues,' she added. 'Our aim is to leverage 17 years' of worldwide success to develop solutions that are effective and relevant to the northern European market.'

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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.

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