



## ● **Sierra Atlantic Recognized As A Top 100 Global Services Company**

*Sierra Atlantic lists among the Most Innovative Service Providers in the Global Services 100 Survey*

**Fremont, California and Hyderabad, India (Feb 14, 2008)** - Sierra Atlantic, the leader in offshoring enterprise applications and outsourced product development, today announced that it has been named as a Top 100 Global Services Company by Global Services magazine. The Global Services 100 represents companies who have the maturity and capability to lead the next wave of services globalization.

"We leverage our development centers in India and China to provide innovative services to our global customers," said Raju Reddy, CEO, Sierra Atlantic, Inc. "The best practices, tools and processes that we use, ensure scalable results resulting in high customer satisfaction. Being included on this list reiterates our commitment to providing high quality services."

"As a leader in Outsourced Product Development Services, Sierra Atlantic has proven to be an excellent choice as a global delivery partner, said Tushar Kothare, General Manager, Model N India. "Over the past two years, Sierra Atlantic's extensive software engineering expertise has played an important role in enhancing global product development capabilities for our industry-leading Revenue Management solutions. In the process, we have forged a strong partnership between our two companies."

"Sierra Atlantic is a Microsoft Gold Certified partner that focuses on the outsourced product development market," said Greg Urquhart, General Manager, ISV Partner at Microsoft Corp. "Including Sierra Atlantic as an NXT delivery partner will increase the capacity of Microsoft's expertise within the NXT initiative to the benefit of ISVs looking to adopt Microsoft technology into their packaged software solutions."

Judges from Global Services magazine teamed up with experts at neoIT, an outsourcing advisory firm, to identify and evaluate the leading service providers located on four continents. The evaluation is based upon data provided by the service providers and third parties regarding effective operations, service offerings, client relationships and human capital.

"The Global Services 100 list, presented by Global Services magazine and neoIT, has grown to be a highly credible listing of global IT services and BPO companies. The list helps service buyers leapfrog the request-for-information stage and Global Services 100 companies almost always make it to the RFP stage in a service deal" says Ed Nair, Editor, Global Services magazine.

With a legacy of over 14 years, Sierra Atlantic has built deep R&D relationships with enterprise software leaders such as Oracle and Microsoft to provide full lifecycle product development, IT and Product Development services. Over 200 active customers currently leverage Sierra Atlantic's NShore™ methodology and best-in-class Global delivery capabilities to address their business needs.

## ● **About Global Services:**

Global Services is a media platform with a portfolio that includes a magazine, website, events, newsletter and customized solutions. Its audience consists of corporate professionals engaged in the sourcing and management of business and technology services. Global Services is owned by CyberMedia (India) Limited. For more information, visit [www.globalservicesmedia.com](http://www.globalservicesmedia.com).



● **About neoIT:**

neoIT is a management consulting firm that helps leading corporations improve and grow their business by capitalizing on services globalization(SM). Through a blend of strategic advisory services and hands-on execution support, neoIT provides advice and management expertise on the globalization of Information Technology (IT) and Business Process Outsourcing (BPO) services. For more information, visit [www.neoIT.com](http://www.neoIT.com).

● **About Sierra Atlantic**

Sierra Atlantic is the leader in offshoring enterprise applications and outsourced product development. With expertise derived from deep R&D relationships with enterprise software leaders such as Oracle and Microsoft, we provide full lifecycle product development and IT services including implementation, integration, development, testing, and support. Sierra Atlantic is amongst the largest IT services companies, offering services in the “New Oracle Economy”, Outsourced Product Development, and Microsoft competencies, with global delivery from both India and China. Over 200 active customers currently address their business needs leveraging our NShore™ methodology and best-in-class Global delivery capabilities. A recognized leader in quality, Sierra Atlantic has been the recipient of many distinguished awards including Oracle Partner of the Year (3 years consecutively), Microsoft Gold Certified and NXT Delivery Partner, IDC DQ Top 20, and Great Places to Work. Sierra Atlantic is headquartered in Fremont, California and maintains operations in 16 countries across North America, Europe, and Asia Pacific.. For more information, please visit [www.SierraAtlantic.com](http://www.SierraAtlantic.com).

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