

Zensar's newly acquired entity, Professional Access Launches 'PARADE' to Accelerate Oracle eCommerce Deployment

The latest innovation reduces time-to-market and provides enterprises with pre-built features and functionalities to jumpstart an omnichannel retail business

March 17th, 2015, Pune, India: Professional Access, a Zensar Technologies Company, has launched PARADE, a preconfigured and feature-rich B2C Commerce accelerator for deploying Oracle Commerce. PARADE, or Professional Access Rapid Application Deployment Environment, is designed to deploy the Oracle Commerce suite—including the Oracle Commerce platform, Oracle Guided Search and Oracle Experience Manager (erstwhile ATG and Endeca technologies)—within a short period of time.

Dr Ganesh Natarajan, Vice Chairman and CEO, Zensar Technologies said, *"The acquisition of Professional Access Inc., USA (PA), one of the largest Oracle ATG and Endeca partners in the world has strengthened Zensar's position in Retail, delivering solutions that can transform the future of eCommerce around the world. PA's market leadership in Oracle eCommerce led by its strong management team is strategic to Zensar's plan to increase its market share in the high growth eCommerce space specifically and the Retail segment in general. The launch of PARADE is a step in the right direction towards this leadership."*

"We have invested our vast experience in Oracle eCommerce implementations to address the unique needs of clients through our latest innovation – PARADE," said Babu Venkatesh, Chief Executive Officer, Professional Access. *"Whether they want to jumpstart online operations, expand through faster on-boarding of new brands or country sites, or deliver an omnichannel like experience, PARADE can support enterprises of any size and type for a rapid implementation."*

PARADE launch was announced by the company at National Retail Federation (NRF) 2015 event in New York and attracted immediate attention from lot of conference participants. Since then it has seen significant traction especially in emerging geographies where retailers are looking for a quick launch on a strong foundation, and then build and evolve their eCommerce capabilities over a multi-year roadmap. PARADE has been demonstrated to multiple retail brands in regions like Latin America, South Africa and Middle East and India where time-to-market is a key parameter as these retailers evaluate migration to an enterprise-scale commerce platform in a competitive landscape.

PARADE is built on latest Oracle eCommerce release i.e. version 11.1 and comes with all standard ecommerce capabilities including shopping cart, stream-lined checkout process, along with industry leading search and guided navigation from Endeca. The solution offers powerful tools for multi-site management, merchandising, and promotions with an extensive focus on customer experience and personalization. Powered by sophisticated experience management tools, PARADE allows customers



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to define their own brand and user experience. It provides customers with a detailed, hands-on Business Readiness Guide, which makes managing and maintaining PARADE based implementations a breeze, reducing the learning cycle for new Oracle eCommerce customers.

The solution also provides pre-built integrations for payment, address validation, tax, shipping, and offers interfaces to easily import the product catalog, pricing and inventory from backend systems – which significantly reduces the overall deployment time and effort. PARADE is extensively tested for security and provides guaranteed performance. It is integrated with automated unit testing, build and deployment tools smoothening the development and deployment process for both in-premise and cloud-based hosting.

PARADE is apt for businesses having an omnichannel vision. Built leveraging responsive design principles, the solution provides best-in-class user experience across mobile, tablet and desktop and enables client to get a mobile ready site at launch, without spending additional time to build one. The accelerator provides a flexible design model which leaves enough room to incorporate any future changes.

Processes for PARADE based implementations are tailored to accelerate the overall deployment while bringing most granular level of visibility and transparency at each step.

About Professional Access (www.professionalaccess.com)

Professional Access (PA), a Zensar Technologies Company, is an Oracle Platinum Partner and industry leader specialized in Oracle eCommerce implementations. PA has successfully led and delivered implementations for Fortune 2000 brands. PA's end-to-end offerings around commerce consulting, technology delivery and business operations are positioned as a one-stop-shop to meet diverse needs of clients in their commerce journey. With industry-specific solution frameworks and technology accelerators combined with the largest talent pool of Oracle eCommerce experts, PA has uniquely enabled clients to maximize their ROI with faster time-to-market and competitive differentiation. For more information, visit our website at www.professionalaccess.com.

About Zensar Technologies (www.zensar.com)

Zensar Technologies is a leading software and infrastructure services provider from India. The company has industry expertise that spans Manufacturing, Retail, Insurance, Healthcare, Utilities, and Banking Financial Services. An RPG Group company, Zensar has 8000+ employees with sales and operations presence across US, UK, Europe, Middle East, South Africa, Singapore and Australia. The Company delivers comprehensive services for mission-critical applications, enterprise applications, business intelligence and analytics, CRM and Business Process Management. Zensar also provides innovative Infrastructure Management solutions that enable leading companies worldwide to optimize, secure, manage and support their mission-critical infrastructure. Using its multi-shore capabilities, Zensar combines expert consulting, integration and support services with world-class customer service to help IT organizations reduce costs, increase efficiencies and manage risk better.

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Solution Provider Partner

The Company has developed tools and methodologies, including the proprietary Solution BluePrint (SBP), which enables its clients with innovative business solutions and a rapid 'go-to-market' capability. The Company supports Fortune 500 clients with software business solutions that help them compete in the digital economy.

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Safe Harbor

Certain statements in this release concerning our future growth prospects are forward-looking statements which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed price, fixed-time frame contracts, client concentration, restrictions on immigration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, withdrawal of governmental fiscal incentives, political instability, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. The Company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the Company.

