

# Agile Labs adopts channel route

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**W**ith an aim to bring innovative technology products to business users, Agile Labs has decided to opt for the channel route. Having taken this decision, it is now working on enhancing its partner network and ecosystem.

The strategy it will deploy is to make its tier-2 partners depend on tier-1 partners for their full-fledged support. Through this multi-level model both set of partners can look forward to getting more revenue and work mutually to tap a larger customer base. Throwing light on the model, Raghunathan Perumal, Director and CEO, Agile Labs said, "We wanted to grow our business. We

realized that the only way to increase the uptake of our products in the market was to not only sell it through our own sales team but to appoint multiple channel partners."

Agile Labs is in the process of identifying a set of partners who would take their products to different verticals. About the type of solution providers (SP) it will appoint, Perumal said, "We will look at the partner's reach, the kind of customer base they have and the verticals they operate in. We will also consider their resources, capability of architecting the solution and then delivering the solutions to the customers."

Talking about their own offerings, Perumal said, "Agile is going to incorporate components like business analytics, business intelligence and

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Director and CEO, Agile Labs



even the process analytics into its solutions so that the product would be deployable for a complete computing environment." The product is in line with the company's tagline, which is 'Making IT really simple'.

The company's SOA-based solution called Axpert is a platform independent tool that allows one to develop enterprise applications such as CRM, ERP, etc, without any knowledge of coding.

So far Agile Labs has identified partners for entertainment, government, textile, logistics and hospitality verticals. Currently they have a total of eight partners and are aggressively looking at appointing more partners for the Indian continent as well as for the rest of the globe. Initially they will be focusing on countries like USA, UK, South Africa, Middle-East, Thailand and Vietnam.