

Genovate adds new distribution deal to its belt



Anton Ravindran: "The three-pronged alliance with SAP and RWD is part of Genovate's strategy to grow its business in the region."

Genovate will manage the Learning Solutions business, including existing customers, learning solutions professionals and future business developments that are in the pipeline. SAP Asia and RWD Technologies were formerly joint owners of SAP Learning

By Shanti Anne Morais

GENOVATE Solutions will incorporate SAP Asia's and RWD Technologies' SAP Learning Solutions in its product portfolio which spans 10 countries across Asia, namely – Singapore, Malaysia, Philippines, Indonesia, India, Thailand, China, South Korea, Taiwan and Hong Kong. In the case of RWD products, assigned territories include the Middle East – GCC (Gulf Cooperative Council).

This agreement propels Genovate to the position of prime distributor of both SAP and RWD learning solutions software in these territories.

Solutions, which deliver end-user solutions to SAP customers throughout the region.

"This three-pronged alliance with SAP and RWD is part of our strategy to grow our business in the region and reinforce our commitment to our customers. By working closely with SAP's field teams in each of the 10 Asian markets, we can tap onto their global best practices and local knowledge, as well as RWD's expertise in end-user training and performance solutions," says Anton Ravindran, CEO and co-founder, Genovate Solutions.

Robert Armstrong, senior vice president, education, SAP Asia, adds, "With this enhancement to our relationship with RWD and Genovate, our customers can rest assured that they will continue to receive the best learning solutions to meet their needs throughout Asia. This will also further extend our presence in the learning solutions sector."

Commenting on RWD's and Genovate's new relationship, Dr. Robert W. Deutsch, chairman and CEO, RWD Technologies, notes that the two companies share the same core mission of bringing people and technology together. According to him, RWD and Genovate are proactively solving one of the most challenging human performance issues in today's enterprise – helping users rapidly learn new software technology and use its power to improve business performance.

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