**Press Release**

## Fullerton India scales up business efficiency by adopting Anunta's Application Delivery as A Service (ADaaS) for desktop refresh

*Fullerton continues to focus on increasing end user satisfaction,*
*Simplifying IT operations, lowering support costs and increasing employee productivity*

**Mumbai, September 3, 2013:** Fullerton India Credit Company Limited, one of India's leading Non-Banking Finance Companies (NBFC) with over 360 branches, has engaged Anunta's Application Delivery as a Service (ADaaS) model to move from a physical desktop PC environment to a private cloud based Hosted Shared Desktop (HSD) environment, as part of their desktop refresh programme. With this, Fullerton India becomes one of the early adopters of this innovative technology to bring about enhanced scalability and efficiency across their urban and rural branch operations.

The long-term engagement with Anunta will cover over 300 locations across the country with thousands of traditional desktop PC's moving to this innovative technology. This new desktop service architecture offers a personalized desktop experience to users, securely delivered over any network to a variety of end-point devices, including thin-clients, that is devices dependent on servers, as well as handheld devices and also prepares Fullerton India for implementation of BYOD (Bring your Own Device) over time.

Fullerton India, which started commercial operations in 2007, offers a range of financial services, including, Working Capital and Business Loans for MSMEs, Home finance & Mortgage Loans, Two-wheeler and Commercial Vehicle Finance, Personal Loans for a variety of needs, Rural Livelihood Advancement Loans, Rural Housing Finance and Rural Mortgage Loans among others. With over 5,500 employees and one million customers, the company covers over 400 towns and cities and more than 15000 villages across India

"Fullerton continues to invest in technology and leverage IT to achieve operational efficiencies and enhance end-user experience. The replacement of traditional PC's and adoption of innovative technologies like hosted shared desktop (HSD) over private cloud will help us achieve higher end-user performance at lower operational costs while enhancing IT security across Fullerton India's vast distribution network all over India. We also firmly believe that this will help increase employee productivity over time." said **Mr. Anoop Handa, Executive Vice President - Technology, Fullerton India.**
"Anunta's delivery model with end-to-end ownership for managing end-point performance will help us deliver IT services efficiently and effectively", he commented.

According to **Mr. Sivakumar Ramamurthy, COO, Anunta Technology Management Services**, "IT teams today need to move from application deployment to application delivery and from monitoring & managing devices to delivering end-user performance. ADaaS deploys this approach to break IT silos and deliver lowered costs, greater productivity and IT efficiency to businesses ".

ADaaS' unique differentiators include server-to-screen management of application delivery infrastructure, high availability with guarantees on end-user performance, a lowered unit cost of application delivery and efficient remote IT infrastructure management on a highly automated platform. The Anunta solution will enable Fullerton India achieve complete end-user focus with very high application availability, significantly enhanced security, and IT effectiveness in a risk free environment with lowered costs of application delivery.

**About Fullerton India Credit Company Limited:**

Fullerton India Credit Company Limited is one of India's leading Non-Banking Finance Companies (NBFC). It has over 360 branches spread across 20 states in urban and rural centres. It offers several retail finance products for varying needs of customers ranging from urban & rural households, micro and small businesses to SMEs, in the locations it serves. Fullerton India is a wholly-owned subsidiary of Fullerton Financial Holdings, Singapore, which is a subsidiary of Temasek Holdings of Singapore.

**About Anunta:**
For more information on Anunta, please visit http://www.anuntatech.com

**About Anunta's Application Delivery As A Service (ADaaS):**

ADaaS delivers server to screen design and management of the application delivery infrastructure with guarantees on application performance at the end-user level. Anunta's solution has proven business benefits like improving employee productivity, lowering cost of application delivery and simplifying IT management to make it more agile and scalable. Anunta's clients have seen significant savings in cost of application delivery and significant improvements in end-user satisfaction with trouble tickets coming down by 90 percent.

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