

Genovate ties up with Saudi-based Naizak

JV to impart SAP, end user training to all GCC countries

By **Amit Roy Choudhury**

GENOVATE Solutions Pte Ltd, a local software solutions company, has formed a joint venture company with Saudi Arabia-based Naizak which will impart SAP training as well as end user training to all countries in the Gulf Cooperation Council (GCC) region.

The joint venture, called Genovate Naizak, will also extend training in other areas, including wireless LAN and middleware. Naizak specialises in areas like e-learning, data management and storage, industrial automation and IT products

and solutions for oil & gas, utility and petrochemical industries.

Genovate recently acquired regional enterprise software training group SAP Learning Solutions (SAPLS) from SAP Asia and US company RWD Technologies. According to Anton Ravindran, Genovate's CEO and co-founder, "the acquisition of SAPLS has resulted in Genovate managing the complete SAPLS business, including servicing all existing customers in the pipeline".

The takeover also marked a quantum leap for the local firm, extending its reach across Asia and the Middle-East region. Mr Ravindran sees the Naizak tie-up as a validation of the company's regional strate-



Mr Ravindran: *Naizak venture is a validation of Genovate's regional plan*

gy. For a start, Genovate has started working on its first order worth \$500,000 to extend skills transfer to SAP consultants from Ar-

amco in Saudi Arabia early this month.

Genovate has been SAP's long-standing training partner for the SAP Academy in Singapore, Malaysia, Indonesia and India's western states. Genovate is also an SAP channel partner for customisation and delivery of SAP solutions for small and midsize businesses (SMBs).

Mr Ravindran added that Genovate is also the exclusive distributor and service provider for Info Pak for Asia and the Middle-East region including Israel. RWD's Info Pak is a knowledge management tool and performance support solution that allows users to create learning materials, project documentation and interactive training simulations

simply by running and recording the applications.

In Singapore, Genovate is currently involved in a project for SIA in association with SAP and IBM which requires domain specific expertise in the airlines industry, Mr Ravindran said.

Genovate SAP Learning Solutions will provide SAP/ERP clients with a broad range of integrated solutions designed to improve the productivity and effectiveness of workers in complex operating environments. "What separates us from other companies is our emphasis on providing end users with the knowledge and tools they need to improve their performance and their quality of work," Mr Ravindran pointed out.