



## Press Release

### **Frost & Sullivan recognizes Atarw Technologies for its innovative Aftermarket Solutions**

Mumbai, India: October 8, 2015 — Frost & Sullivan has conferred Atarw Technologies (a subsidiary of Quest Informatics) with the 2015 India Aftermarket IT Support Services Customer Value Leadership Award during its 2015 GIL India Award ceremony held at Taj Lands End on October 7, 2015. Atarw Technologies is a pioneer in the Aftermarket IT Solutions industry.

Atarw's transformative Aftermarket IT products and solutions have enhanced aftermarket revenues of many automotive and heavy equipment majors. Atarw assists its clients in implementing a wide range of IT initiatives that includes software applications and data enabling. The company is delivering best values to its customers through time and cost-efficient quality processes. Atarw has emerged as a market leader by providing a gamut of Aftermarket IT products that include Field Service Management (FSM), Aftermarket ERP, Electronic Parts Catalogue, Support Desk, Remanufacturing, Customer Service Agreement, Training Portal, Float Management, Tools Management, and Bay Management Systems.

Atarw Technologies has made its products available on multiple devices and incorporated technologies like RFID, GPS, Mobile, and SMS integration. The company is expanding its global footprint through its partners and directly as well in markets including the Middle East, Africa, Europe, and North America.

Atarw is known in the market for delivering world-class aftermarket products and solutions with innovation and integrity. From stitching together cost-effective appropriate solutions to celebrating aftermarket victories, Atarw collaborates and partners with clients to make the gains long term and sustainable.

Atarw Technologies aftermarket solutions and innovation is powered by a special team of people who envision a grand workable idea, those who challenge the status quo, and those who are driven by their passion and commitment to make things happen. Professionals at Atarw Technologies work to make a powerful difference to OEMs and their dealer communities. A culture of excellence is central to Atarw's working environment and philosophy. To know more about Atarw Technologies, visit [www.atarw.com](http://www.atarw.com).

Each year, Frost & Sullivan presents this award to a company that has developed a comprehensive product line that caters to the breadth of the market it serves. The award recognizes the extent to which the product line meets customer base demands, the overall impact it has in terms of customer value, as well as increased market share.

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research to identify best practices in the industry.

Congratulating Atarw Technologies (a subsidiary of Quest Informatics) on the award, Suraj Godse, Research Analyst, Best Practices, Frost & Sullivan, said, “While the average lifetime of automotive and construction equipment products is around 10-15 years, many OEMs do not have systems and processes to capitalize on after sales. Companies have realized the importance of creating an effective aftermarket strategy and relationship with their clients. With strong industry experience and proven domain expertise, Atarw Technologies has successfully catered to some Fortune 500 automotive and construction equipment majors with its robust aftermarket products and services. Atarw Technologies helps clients to constantly monitor sales progress, product development, and life cycle management. Atarw Technologies clients stand to benefit from improved aftermarket revenue, surge in customer response and satisfaction even in the current tough market conditions. Atarw Technologies has emerged as a leader in providing strong customer value to its clients through aftermarket IT support services.”

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Our “Growth Partnership” supports clients by addressing these opportunities and incorporating two key elements driving visionary innovation: The Integrated Value Proposition and The Partnership Infrastructure.

*The Integrated Value Proposition* provides support to our clients throughout all phases of their journey to visionary innovation including research, analysis, strategy, vision, innovation, and implementation.

*The Partnership Infrastructure* is entirely unique as it constructs the foundation upon which visionary innovation becomes possible. This includes our 360 degree research, comprehensive industry coverage, career best practices as well as our global footprint of more than 40 offices.

For more than 50 years, we have been developing growth strategies for the global 1000, emerging businesses, the public sector and the investment community. Is your organization prepared for the next profound wave of industry convergence, disruptive technologies, increasing competitive intensity, Mega Trends, breakthrough best practices, changing customer dynamics, and emerging economies?

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