



## HCL Technologies Launches Vertical Solutions for Microsoft Dynamics AX and Microsoft Dynamics CRM

*Two solutions available for the retail and financial services industries*

**San Diego, CA – Microsoft Convergence 2007 – March 12, 2007:** HCL Technologies Ltd. (“HCL”), India’s leading global IT services company, today at Microsoft Convergence 2007 announced the availability of new vertically-focused solutions constructed on Microsoft Dynamics AX and Microsoft Dynamics CRM, part of a line of integrated, adaptable business management solutions from Microsoft. Developed by HCL’s Global Microsoft Dynamics Practice within the company’s Enterprise Application Services (EAS) unit, the two solutions — Intelligent Retail Industry Suite (IRIS) and EmpowerFin — support enterprise resource planning and customer relationship management within the retail and financial services industries.

“As a Microsoft Gold Certified Partner, we’re pleased to offer industry-specific applications that enhance the tremendous value Microsoft Dynamics products provide to companies,” stated Ananthanarayanan KS, Microsoft Dynamics Practice Head, HCL Technologies. “With these HCL solutions for retail and financial services, enterprises can avoid time-consuming customization and also reduce implementation costs, bringing them one step closer to realizing the full potential of the Microsoft Dynamics products.”

HCL’s vertical solutions around Microsoft Dynamics include:

- **Intelligent Retail Industry Suite (IRIS):** A Microsoft Dynamics AX-based application that supports point-of-sale (POS), store management, supply chain and finance for specialty retail and food & grocery (F&G). With comprehensive functionalities such as SSMS (Smart Shelf Management System) with RFID and barcode compatibility, IRIS provides real-time tracking of inventory, enhanced stock forecasting and multi-dimensional business analysis.
- **EmpowerFin:** A Microsoft Dynamics CRM-based solution that enables insurance, corporate banking and wealth management institutions to deliver improved customer interfaces, while also providing enhanced policy administration and deeper insight into consumer behavior. Providing a holistic view of customers, EmpowerFin enables greater customer retention and loyalty management, helping financial institutions effectively up- and cross-sell their products.



Also at Convergence 2007, HCL will be showcasing EmpoweRetail, a Microsoft Dynamics CRM-powered application for managing retail organizations' relationship lifecycles and customer loyalty. The solution provides data analysis across the four dimensions of time, customer segment, store and product hierarchy, while supporting real-time data exchange with POS/store systems through Web services. EmpoweRetail enables retailers to capitalize on loyalty-based, transaction-oriented systems, while also benefiting from valuable customer relationship management functionality.

"HCL Technologies is a valued industry partner that is helping deliver innovative Microsoft Dynamics add-ons to improve the productivity and efficiency of customers' business processes," said James Utzschneider, general manager of Dynamics Marketing at Microsoft Corp. "We look forward to continuing our strong relationship with HCL."

HCL's team of more than 100 Microsoft Dynamics consultants offer value to customers by providing services across the entire product life cycle from assessment to implementation, including supporting upgrades, migrations and managed services. In addition to being a Partner Launch Champion for Microsoft Dynamics AX 4.0, HCL was also selected by Microsoft as one among the very few global offshore vendors for the Offshore Dynamics AX Upgrade Initiative.

#### **About HCL Technologies**

HCL Technologies is one of India's leading global IT Services companies, providing software-led IT solutions, remote infrastructure management services and BPO. Having made a foray into the global IT landscape in 1999 after its IPO, HCL Technologies focuses on Transformational Outsourcing, working with clients in areas that impact and re-define the core of their business. The company leverages an extensive global offshore infrastructure and its global network of offices in 16 countries to deliver solutions across select verticals including Financial Services, Retail & Consumer, Life Sciences Aerospace, Automotive, Semiconductors, Telecom and MPE (Media Publishing & Entertainment). For the quarter ending 31<sup>st</sup> December 2006, HCL Technologies, along with its subsidiaries had revenue (TTM) of US \$ 1.155 billion (Rs. 5220 crore) and employed 38,317 professionals. For more information, please visit [www.hcltech.com](http://www.hcltech.com)

#### **About HCL Enterprise**

HCL Enterprise is a leading global technology and IT enterprise with annual revenues of US \$3.9 billion (Rs. 17,374 crores). The HCL Enterprise comprises two companies listed in India - HCL Technologies & HCL Infosystems. The 3-decade-old enterprise, founded in 1976, is India's original IT garage start-up. Its range of offerings span Product Engineering, Technology and Application Services, BPO, Infrastructure Services, IT Hardware, Systems Integration, and distribution of ICT products. The HCL team comprises over 43,000 professionals of diverse nationalities, who operate from 17 countries including 360 points of presence in India. HCL has global partnerships with several leading Fortune 1000 firms, including leading IT and Technology firms. For more information please visit [www.hcl.in](http://www.hcl.in)

#### **Forward-looking Statements**

*Certain statements in this release are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled*



*professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies / entities in which we have made strategic investments, withdrawal of governmental fiscal incentives, political instability, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. The company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the company.*

*The names of actual companies and products mentioned herein may be the trademarks of their respective owners.*

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