



Keyedin Announces Partner in Dubai

Software-as-a-Service company Partners with Yatati Consulting

Minneapolis, Minn. — March 3, 2013 — The rapidly-expanding enterprise software business Keyedin™ Solutions has announced its first partnership in U.A.E., with Dubai-based [Yatati Consulting](#) FZC.

Yatati, which means 'endeavor' in Sanskrit, was established in 2009 as a software consulting company specializing in ERP (Enterprise Resource Planning). Over the past four years it has grown exponentially to provide total business solutions with offices in Dubai's Emirates Towers, in Sharjah, and Chennai in India.

Under the partnership agreement with [Keyedin Solutions](#), Yatati will offer Keyedin™ Projects, the cloud-based project management suite, to companies throughout the region.

Keyedin Projects was first launched mid-2012 and already has more than 28,000 users worldwide. The latest version 5.2 has added a Social Collaboration feature that brings the benefits of social media into the corporate environment, enabling project teams to communicate and collaborate within the software and work together using social tools.

Keyedin is a platform and device-independent solution that is easy to integrate with other applications. It is a web based application and is also offered on a SaaS (Software as a Service) model. Relatively it has a very low Total Cost of Ownership (TCO). However, the SaaS Model further reduces the TCO by reducing capital expenditure (CAPEX) with a quicker Return On Investment.

The Managing Director of Yatati Consulting, Ragu Nathan, says: "Being a consulting company, Yatati Consulting understands the pain-points and challenges that project management, contracting and services companies face today. With a Project Management solution such as Keyedin Projects one can efficiently assign resources, prepare capacity planning and scheduling to maximize resource utilization. As a result, it will provide comprehensive visibility and help improve the organization's bottom line."

In addition to fulfilling the demand for the product in a location where much of the region's business is project-based, both Keyedin and Yatati are focused on growing their business through a strong partnership model.

Roy Shooter, Vice President of EMEA for Keyedin, says: "We are hugely impressed with the Yatati team's business focus and growth strategy which matches our own. There is huge potential for cloud-based solutions in the emerging economies of the Middle East where rapidly-growing businesses understand the value of effective project management."

Picture Editors:

A photograph can be downloaded here: www.lexiconpr.net/keyedin/uaepartners.jpg

It shows Roy Shooter, VP Sales, EMEA for Keyedin (left) and Ragu Nathan, Managing Director, Yatati Consulting (right).

About Keyedin™ Solutions

Keyedin™ Solutions was founded by veteran ERP industry executives to transform the traditional enterprise software systems market through a suite of integrated business applications delivered on a true SaaS platform and a consulting organization rich in business, industry and IT expertise. Keyedin™ SaaS Solutions replace rigid, on-premise enterprise systems in specialized vertical markets with more agile, feature-rich and cost-effective dot.NET applications that scale to any environment. The Keyedin™ Consulting Group provides consulting services around existing or planned systems, helping organizations achieve a strong return on their IT investment and realize a true business advantage in their market. Whether engaged independently, or in conjunction with the company's leading-edge technology platform, the Keyedin™ Consulting Group delivers results for a wide range of industries worldwide.

Organizations look to Keyedin™ Solutions for innovative, integrated business applications and results-driven consulting services delivered with integrity and a laser focus on their needs. Learn more at www.keyedin.com.

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