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## AST Expands with CRM Practice, Welcomes Amit Ganguly as Practice Director

**Naperville, IL December 20, 2013:** AST Corporation, a Platinum Partner of Oracle PartnerNetwork (OPN), has created a formal Customer Relationship Management (CRM) practice that spans Oracle Customer Relationship Management (CRM) solutions, Oracle Cloud Service and Oracle's Siebel CRM. AST's portfolio of CRM solutions will initially include 3-1-1 Contact Center and Case Management for both public and private sectors.

Over the past four years, AST has successfully built on its long-standing, core Oracle E-Business Suite practice to include award-winning and recognized non-ERP practice areas: Oracle Business Intelligence, Oracle Hyperion Enterprise Performance Management (EPM), Oracle Fusion Middleware, Oracle Service-Oriented Architecture (SOA), and Oracle Managed Cloud Services. "Incorporating an Oracle CRM practice was a natural and strategic progression of AST's growth," said Pravin Kumar, President and CEO of AST. "Our CRM practice will complement our expertise in offering end-to-end Oracle enterprise solutions. CRM is a planned part of the maturation of our business model, and we have taken measured steps to align our management and technical resources to support this initiative, and to further expand our ability to meet the growing demand for CRM and cloud services."

To guide AST's new practice, Mr. Amit Ganguly has joined AST as its CRM Practice Director. Mr. Ganguly will be responsible for building the company's competencies around Oracle Customer Experience Cloud which includes products such as Oracle Sales Cloud, Oracle Service Cloud and Oracle's Siebel CRM applications. Prior to joining AST, Mr. Ganguly created enterprise-wide CRM solutions for Fortune 100 companies while working at Siebel Systems, at Oracle as a Practice Director, and at Accenture as Managing Director and Oracle Practice Lead. "Mr. Ganguly brings a deep expertise in analyzing, planning and deploying complex customer contact center solutions, and he is an accomplished Oracle technology strategist with an equal knowledge of technology and project leadership," said Mr. Kumar. "We are very fortunate to have Amit join AST to lead this new part of our business."

### About Oracle PartnerNetwork

Oracle PartnerNetwork (OPN) Specialized is the latest version of Oracle's partner program that provides partners with tools to better develop, sell and implement Oracle solutions. OPN Specialized offers resources to train and support specialized knowledge of Oracle products and solutions and has evolved to recognize Oracle's growing product portfolio, partner base and business opportunity. Key to the latest enhancements to OPN is the ability for partners to differentiate through Specializations. Specializations are achieved through competency development, business results, expertise and proven success. To find out more visit <http://www.oracle.com/partners>.

## About AST Corporation

Established in 1995, AST Corporation is a Platinum level member of Oracle PartnerNetwork (OPN), Specialized Oracle E-Business Suite systems integrator, an Oracle University training and delivery partner, and a certified Oracle Cloud Services implementation provider. AST offers professional consulting services to Oracle Applications users and serves industry-leading organizations in: municipal, state and federal government; public transportation; airport and seaport; K-12 and secondary education; utilities/energy; manufacturing; insurance; retailing; telecommunications. Clients look to AST Corporation for leadership and assistance in business process redesign, project management, systems integration, systems administration and training.

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