



Pratiti positioned by Zinnov as emerging niche provider

Recognized for its contributions in the IoT Technology services space

Pune, India – August 31, 2016 – Pratiti Technologies Pvt. Ltd., a leading provider of technology solutions in the SMAC/IoT space announced today that Zinnov has positioned them as an emerging niche services provider in the IoT Technology Services space. Besides this, Pratiti has also been positioned in the breakout zone for Product Development Engineering in the Zinnov Zones 2016 – IoT Technology services report

Zinnov, a leading management consulting firm, earlier last week had released the ratings for Zinnov Zones - Internet of Things Technology Services. This is a first-of-its-kind rating that will enable business leaders across industries to make informed decisions in partner selection across geographies for their Internet of Things (IoT) led product and service initiatives. For more information, please click [here](#)

Nitin Tappe, Co-Founder at Pratiti said *“Featuring in the Zinnov Zones 2016 – IoT Technology services report is great recognition and encouragement for all of us. This is in line with our strategy and I give large credit to our team, to have achieved this milestone in so little time.”*

Tappe noted, *“Across industries, devices and equipment are generating tons of data, but most companies are not doing enough to leverage it for informed decision making. The impact of IoT is going to be massive as it offers solutions to organizations to make business sense out of the relentless data that is being generated from these remote devices.”*

Sidhant Rastogi, Partner & Practice Head, Zinnov said *“Pratiti is positioned as an emerging niche technology services provider in the IoT Technology services. It is also positioned in the breakout zone in ‘sensors and devices engineering’ and Software platform engineering and management’. They have unique skills in multiple areas within IoT and demonstrate good potential.”*

About Zinnov

Founded in 2002, Zinnov – meaning Zeal in Innovation – is a leading Globalization and Market Expansion Advisory firm, with specialization in areas such as Digital Transformation, Global Sourcing, Emerging Markets Expansion, Human Capital Optimization, Small & Medium Businesses, Innovation, Cloud Computing and Enterprise Mobility. Zinnov offers advisory services to global leaders in business and technology and works collectively with them to tackle prevailing organizational challenges by analysing changing dynamics, improving performance, and building institutional capability. The services delivered to its clients through advanced reasoning and analytical techniques, provides solutions help in integrating organizational vision, business definition and processes.

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About Pratiti Technologies Private Limited.

Pratiti Technologies Pvt. Ltd. is a leading provider of technology solutions in the SMAC/IoT space. Technology continues to evolve and is creating disruption both in consumer field as well as in enterprise space. In the near future, technology will be dominated by evolution of smart devices, and big data being generated all around us. Pratiti is very excited about the opportunity to contribute in this journey. Learn more about Pratiti at www.pratititech.com

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