

Press Release

Social Media Campaign to Connect Alumni & their Professors on Teacher's Day

Saviance Technologies Launches the campaign on Linked In and Economictimes.com

September 05, 2011, New Delhi: Viburnix, the leading alumni relations cloud software, a product of **Saviance Technologies**, launched its unique month long social media Marketing Campaign on Teacher's Day. This campaign will reach out to C-Level executives, VP's and Senior Managers through LinkedIn and Economictimes.com. There is something special and nostalgic about college days and hence this campaign, aims to re-connect the target audience with their favorite teachers and help them relish special relationship shared when in college. The alum can send personalized messages, a special gift and pictures from their college days to their teachers that will help nurture the special bond shared between them. Commemorating the birthday of the great teacher Dr. Sarvapalli Radhakrishnan, the one-month long campaign starts on September 5th 2011 and ends on October 5th 2011, marking the whole month as the '**Teacher's Month**'.

This marketing campaign will provide an innovative platform to alumnus across India to bring alive the treasured connections with their Institutions and professors. In order to send a customized message to their teacher, one needs to click on the advertisement running on LinkedIn and Economictimes.com, which will land them on the Viburnix page where a few simple questions need to be filled by the alum with the details of their favourite teacher and a special message for them. Once the form is completed, a customized box will be sent (with a gift box) to the teacher of that college / university.

On this special occasion, **Mr. Kaushik Bellani, CEO, Saviance Technologies** said, "Teacher's Day is that one day when we can show all our gratitude and appreciation to our teachers who have encouraged us with utmost devotion. Over the years our experience in building Collaborative & customized online Alumni Communities for educational institutes through our product Viburnix, has given us a first-hand understanding of the special bond shared between students and teachers across college / university and through this Marketing Campaign Saviance Technologies aims to help a person relive their best years of life and send a message to the professor who has made a lasting impression on their life."

About Saviance Technologies:

Saviance Technologies is an IT Services company established in the US in 1999, providing a host of services including web & mobile applications, IT consulting and Strategic IT Staffing solutions. Team Saviance strives to deliver the best value to our clients through a combination of highly experienced workforce, defined processes, state-of-art technologies and client management solutions. Saviance leverages its global presence in the US, UK and Australia to provide holistic, multi -service delivery in key industry verticals including Education, Manufacturing, BFSI, FMCG and Healthcare.

Saviance Technologies helps clients develop and retain their human capital by controlling allocation of skills for projects by providing strategic services in the field of Strategic IT Staffing (Contract, Contract-to-Hire and Permanent Staffing), Enterprise Application Integration and Vendor Consolidation. IT services include offshore services with RPO (Resource Process Outsourcing), KPO (Knowledge Process Outsourcing), Managed IT services and Microsoft SharePoint Collaboration Practice. Adding to Saviance's extensive IT offerings, it also provides Application Development services in which they develop customized web applications, develop ERP solutions, mobile applications and most recent addition is a robust Education Management Solution (EMS) for higher education institutes.

Saviance recently launched 'Viburnix', a first-of-its-kind, comprehensive solution which caters to the specific 'Alumni' requirements' of colleges, universities, corporate and other educational institutions. Viburnix provides a unified communication and a collaborative platform to create multiple points of adhesion throughout an institution. This product enables institutions in brand building, social and professional collaboration, event management, real time communication, knowledge repository and providing career opportunities.

The strong workforce of 450 employees and consultants spread across the globe helps optimize the delivery using Build-Operate-Transfer model offering a combination of management, technical and implementation service that transitions clients seamlessly and provides them a well-managed offshore strategy.

Saviance is an ISO 9001:2008 certified company.

For more details visit: www.saviance.com ; www.viburnix.com