

Atlantic-Crossing forges alliances between US and India companies.

By Atlantic-Crossing

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Atlantic-Crossing has established several alliances and successful strategic relationships between US and India companies in the technology, energy, healthcare, real estate and retail sectors.

Ritika Hiranandani of Atlantic-Crossing who has been a conduit in helping American companies to get extensive knowledge and the realistic picture and challenges of doing business in India, feels that with India opening up to the world after several years of sluggish growth. US companies should set the foothold as the future looks extremely promising between such alliances. Indian companies welcome such relationships as it adds to their expansion, introducing US tested and proven products and services into an economy which has a rising middle class with increasing disposable incomes. US companies benefit from increasing their reach into this burgeoning market, adding revenues and hence it's a win-win on both sides.

Atlantic-Crossing has helped in guiding several US companies with the workings of the Indian economy, right from business culture to the laws, regulations and the hiccups one could face in this new high-growth market. It has test marketed the products and services initially, conducted market surveys, researched competitiveness and market growth and provided the right fit for these US companies. The services Atlantic Crossing provides include ; structuring of market entry strategy, establishment of business relationships, introduction to potential partners, distributors, guidance on entry or expansion in India including competitive and SWOT analysis, channel development, partnership opportunities, overview of legislative and tax frameworks, human resources issues and short, medium and long-term growth paths.

Atlantic-Crossing President and CEO, Steve Ross said "We provide solutions for a dynamic environment where business and technology strategies converge. Our focus is to develop new ways of business combining IT innovation while also leveraging an organization's current assets. We work with companies to build new products or services and to implement prudent business and technology strategies. We know the international marketplace and have hands-on experience with all types and sizes of projects. Whatever the project we seamlessly manage the entire process. We consider the full business, technical and financial aspects of the projects for all our clients. We work in complete synergy with our clients who see us as their virtual partners.

We believe in longer-term relationships where we can help with the delivery and be held answerable for the strategies that we have suggested and the advice specified"

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