



MotivityLabs Signs a Strategic Partnership with ThoughtFolks to Create Digital Intelligence Lab

DALLAS, HYDERABAD, USA, INDIA, February 14, 2017 /EINPresswire.com/ -- [MotivityLabs](#), a Naya Venture company, today announced a definitive agreement to Partner with [ThoughtFolks](#) India, a leading provider of digital transformation solutions, including social commerce, social intelligence, digital transformation and digital customer experiences to large global clients. This partnership will strengthen MotivityLabs offering to its clients and prospects globally.

ThoughtFolks has built unique tools and IP to cater to the digital transformation needs of marquee clients worldwide. The IP enables organizations to provide specific experience to their customers through an agile and flexible environment, enabling personalization and delivering customer analytics across all social channels. The Partnership with ThoughtFolks is part of Motivity's strategy to help clients bring new digital experiences to their customers through IP-led technology offerings, new digital transformation tools and unparalleled skill and expertise in these new emerging areas.

Commenting on the Partnership, Prabhakar Reddy, Chief Executive Officer, MotivityLabs said, "We see the power of digital transformation in reaching consumers, and in particular new age digital decision makers and influencers in entirely new ways. Our enterprise clients want to be part of this digital transformation that is happening all around us, and with this partnership, we are uniquely positioned to help our clients manage the digital experiences of their customers, increase revenues through higher conversion rates, and ultimately deliver a delightful and engaging digital experience." he also added "Organizations are seeking ways to increase revenue and reduce expenses, as the global market competition continues to shrink profit margins. We have been working with Raghavendra and ThoughtFolks team for six months now and have seen immense value."

Mr. Raghavendra Hunasgi, Chief Executive Officer, ThoughtFolks India said, "We are extremely excited about our new partnership with MotivityLabs. Together, we have the ability to deliver state of the art digital and social experience solutions with unparalleled access to the largest and most innovative clients around the globe."

The partnership and incubation of Digital Intelligence Lab (powered by ThoughtFolks) at MotivityLabs is expected to close before the end of first quarter of FY 2017, subject to customary closing conditions.

About MotivityLabs:

MotivityLabs is a software development and certification company with offices in the US and in India. It was started by a team of successful entrepreneurs with broad experience in the mobile, wireless, enterprise and consulting sectors. MotivityLabs is a portfolio company of Naya Ventures, an early stage venture capital firm that invests in mobile and SaaS startups in the US and India. As a software development partner with Naya Ventures, the MotivityLabs team is constantly exposed to the latest in the mobile and SaaS arenas.

MotivityLabs collaborates with customers to define technology strategy as well as provides application development, testing and certification services. Our team members have worked with global

enterprises, wireless device manufacturers & operators and startups.

MotivityLabs partners with Symbia, Sungard, Microsoft, Java, Linux, Good, Motorola, BlackBerry, iPhone, Windows Phone, Tata, Verizon, Brain and Qumi. For more details visit www.motivitylabs.com

About ThoughtFolks India:

ThoughtFolks is a team of extremely passionate marketing professionals, working to connect your brand with your customers. ThoughtFolks help you transform your customers into your brand advocates. ThoughtFolks specializes in end-to-end integrated, multichannel marketing solutions that deliver millions of customer interactions every day through traditional, digital and social marketing mediums. ThoughtFolks unique value addition lies in handcrafting intelligence reports your sales leaders would need to strike the right conversation with CXO's through our CXO profiling services. In short, ThoughtFolks help you build a sustained brand and create predictable sales pipeline. For more details visit www.thoughtfolks.com

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