

Media Contact:

Name : Vinay Saini

Phone: 510-825-0346

Email: vsaini@serenecorp.com

Serene Announces Acquisition by AST Corporation

Santa Clara, CA September 15, 2015: Serene Corporation, a leader in Oracle Customer Relationship Management (CRM) and Master Data Management (MDM) implementation services, is pleased to announce that they have been acquired by AST Corporation, an award-winning Oracle Systems Integrator.

Serene Corporation is an Oracle Gold level partner with offices in Santa Clara, CA, India and Australia. They are a recognized name in the Hi-Tech, Health Sciences, Engineering & Construction and Financial Services industries for Oracle services. During the last twelve years, Serene has completed more than 125 SaaS Customer Experience (CX) and Master Data Management (MDM) projects.

AST Corporation is a recognized Oracle Systems Integrator in the Public Sector, with many large and complex projects completed successfully. An award-winning company, recognized by Oracle as a "Partner of the Year" three times in the past five years, AST has also won many workplace awards, including the Chicago Tribune Top 100 Workplaces Award. AST recently celebrated its 20th anniversary.

This acquisition will strengthen the organizations' joint ability to deliver complex multi-million dollar enterprise applications projects across a wider array of industries. Clients can now count on AST and Serene to deliver any Oracle solution, from the latest SaaS and Cloud Enterprise Resource Planning (ERP), CRM and MDM to Middleware, Business Intelligence and Enterprise Performance Management, with the same high level of quality and professional standard that they are known for.

"Our experience, combined with the wealth of experience and influx of resources from Serene, will create a strong Oracle services company to serve our customers across the full range of Oracle products and enhance their investment in Oracle software," said Pravin Kumar, President and CEO of AST Corporation. "Serene's offshore delivery capabilities and years of SaaS implementation expertise will enhance our ability to offer competitive pricing, an agile implementation approach and 24X7 managed services to our customers."

"Serene and AST have worked well together during the past year, as we've explored and established great synergies between our organizations," said Niken Patel, CEO of Serene Corporation. "We've proven that our partnership can improve customer satisfaction and expand our reach into additional industries and software solutions."

About Serene Corporation

With global clients and worldwide operations, Serene Corporation is a leading systems integration company and consulting firm that specializes in the implementation of business applications, including CRM, MDM, EAI, BI, and SaaS. As an Oracle Gold Partner, Serene provides a full range of IT services, customized to meet the needs and business objectives of clients in industries including High Technology, Health Sciences, Engineering & Construction and Financial Services. Serene is recognized as a member of Oracle's CRM Partner Community (IPC) as an Executive Advisor on the basis of its exceptional demonstration and deep understanding of Oracle CRM products and application to resolve customer business challenges.

About AST Corporation

Established in 1995, AST Corporation is a Platinum level member of Oracle PartnerNetwork (OPN), Specialized Oracle Applications and Technologies systems integrator, an Oracle University training and delivery partner, and a certified Oracle Cloud Services implementation provider. AST's services encompass all aspects of Oracle E-Business Suite, Cloud Applications, Business Intelligence, Enterprise Performance Management, Middleware, and CRM implementations, as well as flexible, on-shore Managed Services and comprehensive Oracle University courses. AST serves industry-leading Public Sector and Commercial organizations: Municipal, State and Federal Government; Public Transportation; Airport and Seaport; K-12 and Higher Education; Utilities/Energy; Manufacturing; Insurance; Retailing; Telecommunications. Clients look to AST Corporation for leadership and assistance in systems integration, business process redesign, project management, systems administration and training.

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