Foolproof acquired by Zensar Technologies

Experience design specialist joins global technology group

Zensar Technologies (UK) Ltd., a wholly owned subsidiary Company of Zensar Technologies Limited, an RPG Company, and Experience Design agency Foolproof today announced that they have entered into a definitive agreement for Zensar to acquire Foolproof along with its two wholly owned subsidiary companies in the UK and one wholly owned subsidiary Company in Singapore for an undisclosed sum. Under the terms of the agreement, Foolproof will now be a wholly-owned subsidiary of Zensar Technologies (UK) Ltd, and becomes a part of Zensar's Global Digital Application Services organisation.

Foolproof is one of Europe's leading experience design agencies, with offices in London, Norwich and Singapore. The company helps global brands design better and more relevant digital products and services for customers based on a deep understanding of consumer behaviour, their clients' business, and new technology, and counts many Global500 firms amongst its clients.

Zensar Technologies, an RPG Company, is a leading digital solutions and technology services company headquartered in Pune, India and with operations all over the world. Zensar specialises in partnering with global organisations across industries on their Digital Transformation journeys.

With Foolproof's leadership in experience design, and Zensar's proven track record in digital transformation programmes, the company is well positioned to be an end-to-end Digital Transformation Services partner for clients keen to maximise their "Return on Digital" by focusing on the key aspects of eCommerce, Customer Experience and Application Management.

Peter Ballard, Partner at Foolproof:
"Digital has fundamentally changed how consumers view and interact with brands, but many businesses have been slow to react to this change. Our rigorous approach to design using real customer insight to inform the design at every stage of the process, helps us deliver digital experiences which create value for both our clients and their customers. Joining with Zensar will give us access to greater resources, and extends our global reach, to help us in our mission to positively impact the lives of millions of people around the world through great design."

Sandeep Kishore, Chief Executive Officer and Managing Director, Zensar Technologies:

"The importance of consumer experience is growing exponentially, and we believe investing in experience design fortifies Zensar's digital offerings and furthers the company's ability to drive innovation through design. This move helps us sharpen our focus on delivering Return on Digital^{TM} to our clients"

Announcing the acquisition, **Harsh Goenka, Chairman of RPG Enterprises and Zensar** said, "Foolproof's market leadership in experience design, and the strong management team at its helm, are strategic to Zensar's plan to increase market share in this increasingly pertinent space."

Foolproof will operate under its own brand name, and will continue to be run by founders Peter Ballard and Tom Wood.

About Foolproof (www.foolproof.co.uk/)

Founded in 2002, Foolproof has grown from a two-man company into one of Europe's leading experience design agencies with offices in London, Norwich and Singapore. Their purpose is to create measurably better digital products and services that deliver value for both brands and their customers. Their approach to design is collaborative, iterative and evidence-driven, bringing both their clients and customers into the design process to create new and better digital experiences. Employing 100 people, Foolproof has a diverse skillset that includes technologists, psychologists, ergonomists, social scientists, product and service designers, creative technologists, and developers. Their practice spans four specialisms: Strategy and Planning; Design Research; Design and Development; and Creative Technology.

About Zensar (www.zensar.com)

Zensar is a leading digital solutions and technology services company that specialises in partnering with global organisations across industries on their Digital Transformation journey. A technology partner of choice, backed by strong track-record of innovation; credible investment in Digital solutions; assertion of commitment to client's success, Zensar 's comprehensive range of digital and technology services and solutions enable its customers to achieve new thresholds of business performance. Zensar, with its experience in delivering excellence and superior client satisfaction through myriad technology solutions, is uniquely positioned to help them surpass challenges around running their existing business most efficiently, helping in their legacy transformation, and planning for business expansion and growth through innovative and digital ways.

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