

Dallas, TX, Jan 2, 2020

TAISTech, LLC, a leader in digital commerce services announced today its rebrand to Mastek Americas. This rebrand represents the exciting expansion of the company's digital commerce services to create transformative customer experiences and the systems to support those experiences across the enterprise.

Purchased by Mastek Ltd in December 2016, the TAISTech rebrand to Mastek Americas is visually modeled after the Mastek Ltd brand and represents the organization's unified, global vision and continuing legacy of building innovative, collaborative, and engaging digital transformation solutions.

The rebrand was initiated under the company's ONE Mastek vision and provides Mastek Americas with an expanded set of offerings to create the next generation of digital solutions that both B2C and B2B organizations need to compete and win in the experience economy.

Beyond Commerce Transformation, the services portfolio now includes Digital Strategy, Platform Development, Data & Analytics, and Automation.

Raman Sapra, President, Mastek Americas, said, "This is an exciting time of transition and vision for the future of Mastek Americas as we look to deliver more business value to our clients leveraging TAISTech's Commerce Transformation Capabilities coupled with Mastek's Global Digital Transformation Services. Our customers will know us by a new name, but our commitment to delivering exceptional solutions and services remains unchanged."

Commerce transformation is the company's legacy and Mastek Americas will continue to create innovative and powerful brand experiences powered by journey mapping and Mastek America's Surround Commerce[™] framework.

About Mastek Americas

Mastek Inc. delivers next generation digital transformation solutions and customer experiences for B2C and B2B customers through a unified portfolio of enterprise services including Digital Strategy, Commerce Transformation, Platform Development, Data & Analytics, and RPA. We imagine, create, and deliver exceptional customer experiences that bonds customers to your brand, drives revenue growth, and cultivates loyalty. Wherever there is a customer touchpoint, we create a connection.

About Mastek Ltd

Mastek is an enterprise digital transformation specialist that engineers excellence for customers in the UK, US, and India. We enable large-scale business change programmes through our service offerings, which include application development, support and testing, BI and analytics, agile consulting and digital commerce. Whether it's creating new applications, modernising existing ones or recovering failing projects, we help enterprises to navigate the digital landscape and stay competitive.

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