



Inforaise USA Rebrands Itself as Bytes, Inc./Custom Software Developer Becomes Full-Service IT Firm, Adds Advisory Board

San Diego-based Inforaise USA has rebranded itself as Bytes, Inc. (BSi) and enhanced its custom software development offering to become a full-service IT firm. The company also added an Advisory Board.

San Diego, CA, June 03, 2009 --(PR.com)-- Bytes, Inc. (BSi), a full-service IT outsourcing firm offering custom and creative software design, development, hosted application and business operations services, today announced its new brand. The company was previously known as Inforaise USA, and its services were limited to custom software development.

While continuing to provide the infoRAISE™ line of custom software solutions, BSi has enhanced its offering to include:

- infoTECH™: technical resource solutions
- infoPROCESS™: business operations solutions
- infoAPPS™: comprehensive application solutions
- infoBIZ™: strategic planning solutions

Clients around the globe can now count on BSi to handle everything from developing e-commerce, asset management, decision support, and other workflow applications to addressing business operations such as data entry, validation, QA/application testing, and custom business processes. The speed, quality and cost-effectiveness with which services are provided differentiate the BSi team.

“Our model combines the use of onshore and offshore talent to create the best return on investment for our clients,” said Sanjiv Prabhakaran, BSi’s CEO and president. “We know companies have many choices in the IT outsourcing arena, but we believe the quality of our work, in addition to our core values of integrity, diligence and communication, set us apart.”

BSi also formed an Advisory Board, with three initial members, to help guide its growth. Samuel Borgese is an outsourcing zealot and CEO of Charlie Brown’s Holding Company; Ed Sternagle is a veteran provider of business management consulting services to small companies; and Joon Han is an author and nationally known expert in strategic thinking, process innovation, and leadership development.



For more information about BSi, visit www.bytesinc.com.

About Bytes, Inc. (BSi)

San Diego-based Bytes, Inc. (BSi) helps clients increase their competitive advantage by providing twice the productivity for the same budget compared to doing the work in-house. Offering a variety of solutions—custom software, technical resources, business operations, comprehensive applications, and strategic planning—BSi has established itself as a timely, quality resource that combines onshore and offshore talent to provide cost efficiencies. For more information, visit www.bytesinc.com or call 1-888-988-2983.

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