

# Estel m-commerce solution showcased in IBM smart planet event – Sri Lanka

August 26, 2010



Estel Stall at IBM Smart Planet Event in Colombo



Estel M-Commerce Offerings

## Estel at IBM Smart Planet Event

**Estel Technologies** ([www.esteltelecom.com](http://www.esteltelecom.com)) a leading software solution provider and an **IBM ISV Partner** specialising in mobile commerce solutions, announced the launch of its innovative m-commerce platform for South Asian Market during IBM Smart Planet event in Colombo – Sri Lanka on Tuesday 10<sup>th</sup> August 2010. The event primarily showcased IBM's smarter solutions in harmony and relevance with the changing economic landscape and IT needs of diversified economies. This event was aimed to share updates around IBM's strong portfolio of business and technology solutions and showcased the ecosystem of partners and Independent software vendors (ISVs) demonstrating their own & partner business applications built on IBM platform which can be adopted by a wide spectrum of organisations to gain an edge in the marketplace.

## About Estel Technologies

Estel Technologies ([www.esteltelecom.com](http://www.esteltelecom.com)) is a provider of software solutions & managed services to Telecom Operators, Banks, Utilities & Service Providers. Our R&D facilities, product development, support centre & corporate functions are located in India, with sales/support offices in India, Sri Lanka, UAE & Kenya.

Estel has rich heritage & excellent expertise in the domain of **M-Commerce Applications**, with following innovative Solutions:

- Mobile Remittances: Money Transfer (Remittance) service via Mobiles!
- Micro Banking: Branch-less Banking for the un-Banked!
- Mobile Banking: Access bank account & transact using your mobile!
- e-top up: Anytime, Anywhere, Any Value, Any Service Recharges.



Estel Technologies International FZE  
[www.esteltelecom.com](http://www.esteltelecom.com)  
E: [pr@esteltelecom.com](mailto:pr@esteltelecom.com)  
M: +91 96540 21110