

## Camensys and e.Soft Technologies Announce a Strategic Partnership to Deliver 360 Degree Retail and e-Commerce Solutions

**SAN JOSE, CALIFORNIA and MUMBAI, INDIA - Dec 13, 2016** [PRLog](#) — Camensys, a provider of consulting, technology and development services in Artificial Intelligence including Computer Vision, Machine Learning and Predictive Analytics and e.Soft, a leading IT development and Consulting firm that provides 360 Degree solutions for retail and eCommerce, among a host of other services as application development, outsourced product development and startup solutions, today announced a strategic partnership. The partnership will combine Camensys' expertise in business development, technology solutions and product/project management with e.Soft's deep domain & technology expertise in all aspects of retail and eCommerce including growth hacking, consulting, software development, marketing and operations.



The partnership will enable Camensys and e.Soft to develop innovative solutions for the complete supply chain lifecycle, for brick and mortar as well as pure play eCommerce stores. Camensys will exclusively carry out all sales, marketing and program management of their joint solution. e.Soft will provide consulting & technology muscle to develop and deliver all aspects of the solutions. Through this partnership, they will provide 360 Degree Retail Solution including SEO & SEM services, Responsive Website & Mobile App development, Omnichannel solutions, Marketplace Integration, Pricing Optimization, Warehouse Automation, Supply-Chain Management, Backend Integration and 24/7 Customer Service.

“We are very pleased to form a strategic partnership with e.Soft. Camensys' expertise in enhancing business performance using Artificial Intelligence will compliment e.Soft's experience in Retail. Together we will create exciting new opportunities for digital led transformation for Retail and eCommerce industry.” said Sky Basu, CEO of Camensys.

Arun Prasad, CEO, e.Soft technologies commented, “We are looking forward to work with Camensys on developing the next generation retail solutions and services. e.Soft's expertise in consulting & tech combined with our experience in helping retail firms succeed will definitely complement Camensys' work in Artificial Intelligence. Through this partnership, we aim to provide retail firms with the necessary support & infrastructure to grow and flourish.”

## About Camensys

**CAMENSYS2** Camensys is a Silicon Valley, California based boutique technology consulting and software development company specializing in Artificial Intelligence including Machine Learning, Computer Vision and Predictive Analytics. They focus on 360 Degree Retail Solutions and Internet of Things as applicable to Industrial, Building, Transportation and Retail businesses.

Learn more about them at [www.camensys.com](http://www.camensys.com)

## About e.Soft



e.Soft technologies is a leading IT solutions firm, headquartered in Mumbai (India) with offices in Lucknow (India), California (US) and Virginia (US). With over 17 years of experience, they provide 360 Degree Retail solutions, Application development services, Startup solutions, Business consulting, Custom ERP solutions and Outsourced product development to our clients.

Learn more about them at [www.esoftech.com](http://www.esoftech.com)

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