

Jorge Osorio

Aranda Software



COUNTRY	Colombia
INDUSTRY	Technology
YEAR SELECTED	2011
PARTNER	Alberto Lederman
WEBSITE	www.arandasoft.com

COMPANY SNAPSHOT

Founded in 2002, Aranda Software monitors IT infrastructure and services, controls IT implementation, maintenance, and technical support, and enforces service agreements. In contrast to well-heeled competitors who utilize an in-house sales force to manage top accounts and distributors to handle smaller accounts, Aranda sells exclusively through resellers. Aranda is able to incentivize sales over a network of hundreds of resellers by including them on the largest and most lucrative deals. Aranda has offices in 10+ countries in Latin America and is quickly scaling in the region's multi-million dollar IT Software Management market.