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**Education technology startup ParentPaperwork announces Indian distribution deal**

Education technology startup ParentPaperwork today has announced it has signed an exclusive distribution deal for India with smartData Enterprises (India) Limited.

smartData will distribute and support ParentPaperwork's online forms platform into the vast Indian schools marketplace. smartData Enterprises, a subsidiary of smartData Enterprises Inc, a California based incorporation has a excellent track record of developing high end software solutions with strong expertise in healthcare, business automation, web and mobile applications. One of the known names in the areas in which it operates, smartData ranks globally no 1 on oDesk and amongst top 5 provider on Elance. smartData has its HQ in Mohali Chandigarh with branches in Nagpur and Dehradun.

ParentPaperwork's CEO and Co-Founder Fiona Boyd says she is excited by the opportunity:

*"There are more than one million schools in India, it's one of the largest education markets in the world, in comparison there are maybe 160,000 or so schools in the USA, it made complete sense to us to look to India when deciding on our growth strategy.*

*We met with Mr Ajay Tewari, Director and CEO of smartData in Melbourne last year, he was kind enough to express great enthusiasm not just for our current ParentPaperwork product, but for our overall strategy and product development plans.*

*We're grateful to Ajay and his team for making the negotiations a positive experience, and coming to an arrangement that will benefit everyone involved."*

smartData CEO Mr. Ajay Tewari says*:*

*" The solution caught my eye due to its good UI and ease of navigation and its customizable functionalities help in catering to all strata of schools. With Indians taking liking to web and mobility, the timing for such productive application is a blessing in disguise for the much in demand "education" – we Indians are known for across the globe. I am very optimistic and excited about this partnership which will open doors for many such future alliances between the 2 organizations"*

ParentPaperwork closed a seed round of just over $350,000 late in December 2014, and has spent the first few weeks of 2015 progressing a number of international deals such as the one announced today. Since Christmas ParentPaperwork has also appointed its first sales representative in the USA, and started an online marketing campaign into the UK.

Fiona Boyd says whilst it is early days, the level of enquiries from around the world has been excellent:

*"In the last month alone we've fielded enquiries from the USA, UK, Middle East, South America and Europe as well as our home base of Australia. ParentPaperwork solves a problem experienced by virtually every school in the world, and we do it in a way that is simple and easy to implement and operate. Our cloud-based software as a service solution for online forms in schools has struck a chord with teachers and school administrators everywhere. At the end of the day our mission is to save them time and cost in an efficient and effective way, and that's a proposition that resonates no matter where a school is located."*

If Indian schools are interested in ParentPaperwork they should contact smartData on +91 172 406 0000 or email info@smartdatainc.net.

**About ParentPaperwork**

ParentPaperwork is an online platform to automate paper forms in schools. The system manages excursion forms, field trip forms, permission slips and many other forms parents need to complete for their children and send back to school. By moving their paper forms online schools can achieve significant time and cost savings, reduce the hours needed for school staff to manually manage the process and improve liability management. For more information, and a free trial please go to www.ParentPaperwork.com.

**About SmartData**

smartData is a software business consulting organization with experience in building high end database driven applications for global customers which includes start ups, growth oriented organization (SME) and enterprises. smartData, is a CMMI 3 company with strong competencies in Open Source & Microsoft platform, Mobile Apps. In today fast paced world, its not just about being delivering value for money, its also about being simple, better, cheaper and faster - business approach smartData follows. A well-defined CMMI processes armed by band of young enthusiastic smartians donning the culture of work hard play harder, makes smartData an experience to work with and work for. Team smartData by following right mindset (customer centricity, commitment and credibility), right attitude (zero defect products) and right techniques (optimizing effort than otherwise) is on its path to success demonstrating that its vision of Scaling has a meaning in real sense.

www.smartdatainc.com.

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