



StrongTech a Cloud Computing Asset Management Company & Google Partner Opens 400 New Accounts in 60 Days

Columbus, Ohio based StrongTech just started offering their hosted Asset Management service 60 days ago and have picked up accounts with many fortune 100 companies and federal agencies. CEO Mike Patterson says, "While working with clients such as TSA, DHS, Ford, GM, and Chrysler we saw an opportunity to expand from managing just mobile device's to full IT asset management...the same customers with tens of thousands of cell phones have tens of thousands of laptops and other IT assets."

Columbus, OH, June 03, 2008 --(PR.com)-- Paul Marsolan, StrongTech's President of Technology says, " We launched StrongTech in 2006 to offer a suite of asset management applications to the market. The first release of software was called StrongWare and was designed to be a local intranet web application to manage assets with integrated RFID. The RFID market exposed the StrongTech team to asset management needs that they had never encountered....cattle, weapons, domain-names, medical records....you name it.. Our team consulted with key customers about storing asset information in the cloud and was delighted to hear receptive feedback. StrongTech needed a robust and scalable platform and solution-----so we built one!- EZasset."

"Our app was coded, integrated with eight Google applications and placed on the Amazon elastic cloud. The application is secure....massively scalable, and chock full of asset management tools." Mike Patterson continues, "Our application is very simple to use, customers just launch their browser (from anywhere in the world), and they can manage all of their physical and digital property. They can get a real-time view of what they have by asset type and by location. Users can upload to EZasset and import and export to Google docs and schedule maintenance with Google calendar." Mike Patterson continues, "We have created a very powerful cloud App that is almost limitless in capacity. Clients launch the application and stay on the site all day to run reports, issue hand receipts, and manage their inventory in various locations. All the while the data can be shared with anyone w/i the organization who is given privileges. This gets exciting because we have also spent the last 2 years writing RFID applications and integrating with all the major RFID hardware manufacturers. If you have an RFID infrastructure...you can just plug in. If you don't have an RFID infrastructure...get one right away...but don't pay for the software...at EZasset the RFID software is free."

Paul continues, "Remember that we are integrated with Google Apps such and Docs and Maps. Asset managers on our system can launch, view assets, and if plugged into an RFID network they can see assets moving in real-time...in and out of inventory....around the campus...super exciting stuff. Can asset management be fun? The answer before was a solid no...now we are looking... at a maybe."

StrongTech makes RFID plug-n-play. Included in the EZasset-plus package are: Real-Time Inventory, real-Time Location, and Supply-Chain Management applications.

With little to no marketing EZasset by StrongTech has picked up over 400 new accounts in the past 60 days. New accounts have been opened by several major universities, hospitals, military bases, cities,



states, and fortune 100 companies.

Customers are managing all types of assets on the site including: Laptops, cell phones, weapons, livestock, medical records, medical equipment, digital images, books, e-Bay transactions.....

The Future

Their software makes you more effective and saves the enterprise a ton of money. With EZasset by StrongTech you can launch your browser, upload your assets, customize on the fly, and be managing and collaborating across the enterprise in a matter of hours. You get a tremendous value in the software without having to purchase or finance the hardware and integration.

Why would you buy expensive asset management software, spend tons of money implementing it & fixing bugs? Why would you buy servers, pay for integration, and then have to repeat the process in a few years? Paying for maintenance and support...people will laugh at that old model in a few years.

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