

FOR IMMEDIATE RELEASE

AssetPoint Experiencing Significant Growth Fueled by New Customer Wins

Greenville, SC – October 11, 2011 – AssetPoint, a leading Enterprise Asset Management (EAM) and Computerized Maintenance Management System (CMMS) solution provider, announced the signing of more new customers year to date 2011 than in all of 2010. The multitude of new customers varied across multiple industries including: Oil & Gas, Metals & Mining, Discrete & Process Manufacturing, Food & Beverage, and Cloud Computing Data Centers. These new customers have all chosen AssetPoint's Best-in-Class EAM/CMMS solution TabWare, which is designed for companies whose success depends on maximizing the performance of their assets.

Many of AssetPoint's new customers have grown through acquisition and/or have disparate asset maintenance solutions they wanted to consolidate into a single Enterprise solution. Continual cost pressure and productivity improvements were the key business drivers to ensure maximum asset availability and utilization. Companies are searching for an enterprise wide asset maintenance solution to increase standardization of processes, procedures and visibility to spare parts inventory across the enterprise. These companies found providers fragmented into two types;

- One is the small product providers that are regional, generally focused on one vertical market, do not have the required functionality, and are not scalable to enterprise requirements.
- The other is the ERP providers that offer an asset maintenance solution as part of their portfolio of products. While their solutions are scalable to meet enterprise requirements, their primary business and expertise is financial and HR applications, not EAM. Companies today are looking for a 'Best-in-Class' solution where the total focus and expertise is enterprise asset management. They want a company that has the background, experience and scalability to help drive maintenance excellence throughout the organization. They found that company in AssetPoint with its 30 years of experience and with its growing list of customers who are seeking to maximize their return on technology investment.

AssetPoint's current success is the culmination of having an experienced team of technical employees adding even more customer driven features and functionality to the already comprehensive EAM/CMMS solution which has evolved into a Best-in-Class enterprise asset maintenance solution.

Over the course of the past 18 months, AssetPoint has added two senior executives: President and CEO Mike Levine, whose background includes more than 25 years of management, technology and software experience, and Executive Vice President of Worldwide Sales and Marketing Paul Crist, who brings over 25 years in enterprise software sales and marketing across many vertical markets.

Mr. Levine said, "[AssetPoint's TabWare EAM/CMMS](#) solution has been a trusted industry solution for over 30 years, and our most recent new customer acquisition success is proving TabWare has become the leading asset management solution. We are committed to our customers' reaching Best-in-Class results, and we will continue to be leaders in the industry through product innovation, quality and customer service excellence."

AssetPoint offers flexible platforms including [cloud computing solutions](#) (SaaS) that reduce IT cost and overhead for its customers, or on-site for companies who want TabWare on their own servers at their data center. TabWare is proven to maximize asset performance, resulting in reduced operating costs and higher profit margins.

About AssetPoint:

AssetPoint, makers of TabWare, is the leading provider of EAM solutions for companies whose success depends on the performance of their assets. For over 30 years, AssetPoint has led the market in helping customers control their maintenance costs, optimize spare parts inventory, streamline procurement and improve management, command and control.

Designed by maintenance professionals for maintenance professionals, TabWare is easy to learn, easy to use and proven over time to be the most effective product in the market. That's why tens of thousands of users trust their critical assets to TabWare each and every day.