

QUEST TO EXPAND INTERNATIONAL RESELLER COMMUNITY



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product

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PRESS RELEASE - FOR IMMEDIATE RELEASE

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Smartway2® Ltd has announced its recruitment drive for international resellers.

Smartway2 Ltd, the leading developer of cloud-based resource scheduling solutions, has announced it is recruiting for resellers internationally¹ to offer and support Smartway2, which uses the latest developments in cloud-computing and mobile device technology to revolutionise how meeting rooms and desks are booked in a workplace. Smartway2 Limited will work with its new and existing resellers to respond effectively to the growing demand for resource booking solutions to cater for the three billion meetings² that take place globally each year.

Changes to work practices – such as decentralising to smaller facilities to lower costs, combined with the encouragement of flexible, remote working to reduce carbon emissions – means there has been an explosion in the number of mobile workers. In line with this, forty-six percent of respondents to a recent MCI survey reported they attend more meetings today than they did one year ago³, while a Microsoft survey showed that employees globally spend an average of 5.6 hours a week in meetings.

When they do need to meet on site with their peers, partners or customers, it is essential the right collaboration resources are available on the day, quickly and without fuss. However, this is not always the case with productivity-damaging disputes often occurring over room or resource access rights, impacting efficiency and increasing downtime.

To address this, the Smartway2 solution - which is complemented by a mobile app and onsite touch screen panels - has been developed to set a new standard for resource booking solutions. Unlike other or older solutions, Smartway2 helps resellers bring this concept right up-to-date by being developed around how people work today and the tools and applications they already use daily. They can check the availability of a meeting room or a desk and pre-book them in advance, from a device of their choice. This adds extra value and increased functionality to the conventional resource scheduling process.

For instance, Smartway2 is fully integrated with today's essential Google applications, including maps and language translation functionality. The room and desk panels take advantage of the latest in sophisticated technology, with a range of check-in options available including user password authentication, NFC Tags or QR code scans, iBeacon and even facial recognition.

Commenting on the reseller recruitment drive, Nigel Reading, Director, Smartway2 Ltd, said: "Today's digital economy will continue to transform how and where we work. However, people still need to meet and changes to working environments mean that booking a room or a desk can be a frustrating process.



The Smartway2® International Reseller Recruitment Drive.

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We want to work with the reseller community to give their customers a solution that uses the tools and resources most mobile workers are already familiar with. Smartway2 benefits resellers by tapping into the digital movement and today's BYOD practices to give them an attractive and relevant solution that can save their customers time, money and end-user frustration."

While initially targeting the SME market, its scalable architecture means Smartway2 is suitable for resellers focused on medium, multinational or enterprise-sized organisations. Available via a SaaS subscription model, it brings major benefits to any organisation looking to improve resource utilisation whilst significantly reducing their real estate costs, energy consumption and carbon footprint.

Smartway2 Ltd will support its reseller community with a highly qualified Professional Service team. It offers a wide range of services from system design, the definition of operational procedures and workflows, installation and upgrades, screen and database configuration, data migration, custom application development, custom interfaces, report writing and user interface customisation.

Smartway2 is available for a free-trial. Resellers interested in trialling the solution or learning more about the benefits of becoming a Smartway2 reseller, should contact Smartway2 Ltd.

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About Smartway2:

Smartway2 has been created by Martin Hiles and Nigel Reading who founded BusinessSolve Ltd, the creators of the hugely successful Workspace Manager scheduling solution. Smartway2 can be installed and working within minutes and is available for FREE evaluation on your chosen platform.

www.smartway2.com

Notes to editors:

¹ IT and AV resellers from Germany, France, Italy, Spain, Belgium, Netherlands, Sweden, US, Australia and Canada, that are interested in Smartway2, are invited to engage with Smartway2 Ltd.

² Socialcast Inc.

³ Ibid.