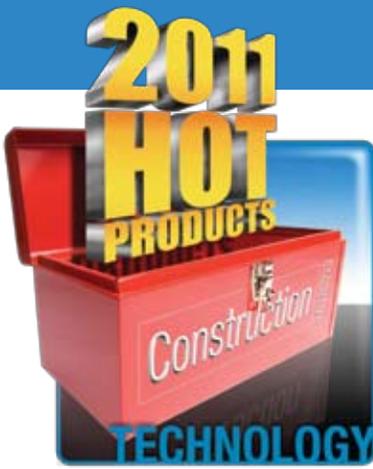# Construction
EXECUTIVE

2011 HOT PRODUCTS

TOOL WATCH

INDUSTRY
INNOVATION
SHOWCASE
BY DONALD BERRY

ToolWatch's Approach to Maximizing Use of Tools, Equipment and Materials

Technology Gives Contractors Complete Control Over Construction Resources and Simplifies Asset Management

ToolWatch Enterprise is an easy-to-use application that delivers complete control over an entire inventory of tools, materials and consumables. It provides vital information to every department that uses or manages construction resources, simplifying business processes from service management, purchasing and receiving, to materials management and job cost billing. Putting this information in the right hands results in sound business decisions that positively affect the bottom line.

ToolWatch Enterprise is a subscription-based application that lets a company assign each user's level of access to information and role within the system. Users can all connect to the same tool database, adding or deleting information according to their authorization level. Enterprise includes a wide variety of tool management

I n an increasingly competitive industry with ever-tightening margins, managing every construction resource is of the utmost importance if a company wants to remain profitable and competitive. Tools, equipment and materials are the building blocks of business, and keeping track of these items can be a major challenge. Contractors can't afford to waste time or money trying to recover lost equipment.

PROVIDING COMPLETE CONTROL

Designed by tool management experts who understand the construction business,

functions, providing complete control over every resource in the company.

TECHNOLOGY FOR EFFICIENCY

ToolWatch technology makes it easy to successfully manage any quantity of tools, supplies and equipment. The system begins with a tag affixed to an item. The tag can be a barcode label or an embedded RFID tag. ToolWatch automatically provides a unique identifier for each tag and adds the tagged item to inventory. Using a scanning device, which can be a PDA or even a cell phone,

a user can scan any tagged item to unlock a wealth of information about it. Together, the tag and scanner provide an efficient and accurate way to manage a company's most expensive material investment. The system's simplicity makes it easy to layer on additional technology as needed. From real-time mobile and wireless communication to global positioning systems and forensic tagging, ToolWatch puts cutting-edge

asset management technology in its clients' hands.

BEYOND TRACKING

ToolWatch takes businesses beyond simply knowing where to find a tool. "It is not only the most powerful solution for tracking the location of all tools, pieces of equipment and materials a company owns," says Don Kafka, ToolWatch Founder and CEO, "it also helps business run more efficiently by tracking maintenance, purchasing and warranty."

For more information on how ToolWatch can help your business save time and money with the latest tools for managing valuable construction resources, visit www.toolwatch.com.

> "As a 30-year veteran in the industry, I know the aches and pains caused by mismanaged tool and equipment inventory, and I know the frustration and financial consequences that contractors experience when valuable and essential tools are lost or stolen."
>
> -Don Kafka, Founder and CEO
> ToolWatch

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