Construction

PROUDLY PRESENTS THE

2012 HOT PRODUCTS

INDUSTRY INNOVATION SHOWCASE

BY DONALD BERRY

It's Time to Get Your Head in the Cloud

Cloud Computing Prevents Unnecessary Losses and Yields Big Results

You may be wondering what this "cloud" stuff is all about, if you've heard about it at all.

"The cloud isn't at all mysterious — or even new," explains Don Kafka, ToolWatch Founder and CEO. "If you use Gmail, listen to music from iTunes, or share an online photo album, you all ready know how the cloud works: You access a web-based application or service that doesn't reside on your computer. It exists remotely in the Internet cloud where your information is stored on a massive network of computers in cyberspace, and is easily accessible whenever you need it."

NO CAPITAL INVESTMENT NEEDED TO MANAGE TOOLS AND EQUIPMENT USING CLOUD COMPUTING

For the construction industry, ToolWatch's cloud computing solution has many practical applications for tool and equipment management. It allows data and communications to be shared between jobsites using your existing smart phones, scanners and computers without the need to purchase expensive hardware and software. Authorized users employ a simple, convenient and secure desktop application for complete access to all the company's tool and equipment data. Once logged into ToolWatch, a user can manipulate, change, add or delete data on their local computer and save those changes to the cloud environment.

Cloud computing removes a tremendous capital burden from the contractor. Instead of buying multiple computers, servers, software and licenses — and hiring IT talent to support them — a construction company has zero capital investment in the cloud. ToolWatch's cloud computing service is subscription-based. Clients pay a monthly or annual fee that includes support and maintenance, assuring reliability and predictability. Unlike client/server applications, the ToolWatch cloud-based system can be up and running quickly.

DATA IN TOOLWATCH CLOUD ALLOWS CUSTOMERS TO TRACK ACTUAL COSTS IN REAL-TIME

Authorized users simply log in to access updates and information stored on the ToolWatch cloud network. Data in the cloud is accessible anytime from anywhere in the world using a browser, smart phone or simple desktop application. When customers change, update or manipulate data using the desktop application, ToolWatch instantaneously syncs these changes with data stored in the cloud. The data in the ToolWatch cloud is always up to date, allowing clients to track actual costs in real time even when resources are in use.

"ToolWatch's cloud computing solution is highly secure and virtually 100% reliable," notes Kafka. "Our customers can have peace of mind knowing that their data resides at multiple sites around the world. With ToolWatch's sophisticated disaster recovery capabilities, even if a customer loses data in their home office, the stored information will still be available to other units throughout the company."

REDUCE TOOL AND EQUIPMENT LOSS, ELIMINATE UNNECESSARY PURCHASES

ToolWatch's highly accurate resource management capability reduces the potential for tool and equipment loss, eliminating costly and unnecessary purchases. "ToolWatch establishes accountability for successful asset management," says Kafka. "Our sophisticated disaster recovery and data storage capabilities assure that accurate information is always available for making sound business decisions."

For more information on how the ToolWatch cloud computing solution can help prevent unnecessary losses, saving time and money while improving management of tools, equipment and other construction assets, visit www.toolwatch.com.

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