

Asia Business Newsweekly

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OpenAir Announces Major Customer Wins in Asia Pacific

OpenAir, Inc., a NetSuite Inc. (NYSE:N) company and a leading provider of cloud computing professional services automation (PSA) and services resource planning (SRP) software, announced the latest customers from the Asia Pacific region to choose OpenAir to automate key processes for project management, resource management, time and expense tracking, and project accounting. AIPEX, Waugh Infrastructure Management, Fronde, and Matsco Solutions join a growing list of businesses in the Asia Pacific region that have signed on with OpenAir to reduce IT costs and improve productivity by adopting OpenAir's Software as a Service (SaaS) Solution. Through cloud-based product upgrades and product offerings, OpenAir provides a low total cost-of-ownership (TCO) by eliminating the need for support staff and on-site server maintenance. For more information about OpenAir customers, please visit: <http://www.openair.com/home/customers.html>.

When it comes to managing services organizations, businesses are often faced with challenges such as manual and inaccurate time and expense tracking, disconnected Sales Force Automation (SFA) and financial point solutions, restricted transparency into key performance metrics, lengthy and inefficient billing cycles, and limited visibility into resource utilization and skills profiles. OpenAir helps address these challenges by streamlining critical business processes and eliminating siloed, disjointed data sources. As the cornerstone of an SRP strategy, OpenAir connects time tracking and utilization management with SFA and back-end financial data, accelerating the quote-to-cash process.

"The services industry is truly thriving in Asia Pacific," said Morris Panner, CEO of OpenAir. "As project-based organizations in the region continue to grow, we strive to provide them with the business tools necessary to deliver their services quickly and effectively to the marketplace."