

News Release

For Immediate Release

For Further Information Contact:

Brian Martin (515) 520-1526

Competing With Global Industrial Technology Markets

What it takes to be competitive in the IT industry

January 17, 2009 (Ames, IA) Performance Plus, a producer of computerized maintenance management systems (CMMS) says there is no excuse for not being competitive in the global IT market. Good business is fairly simple. Brian Martin, head of research and development for Performance Plus said, “No one is going to force consumers to buy from us. The consumer will only buy a product or service that they perceive to have value. That is why companies have to focus on the consumer and react to what they need. This is a hyper competitive world where bigger, faster, better companies will thrive and competitive advantage can be gone by time you wake up.”

In the case of global IT competition, there are a lot of people from all over the world that are good at what they do. In recent years, countries like India and China have found what it takes to be competitive in this industry. Mr. Martin said, “Our company believes that attitude is the only barrier that keeps us from being the best in our industry. We know that our hard work and dedication in research and development will pay off. We are fortunate that our program developers share those same thought processes. We teamed with Ndevix who is a Chicago based web development company and has data center capabilities. It is not uncommon for us to have brain storming sessions after mid-night or implement rapid development changes to suit our valuable customer needs. That is that type of dedication I was looking for in a partner company and Ndevix has certainly been there for us.”

One example of how Ndevix helps Performance Plus keep a competitive advantage is in the time it takes to react to customer needs. Mr. Martin said, “A small manufacture once brought an issue to Performance Plus staff saying that copying a preventative maintenance list from one machine to the next was time consuming and a copy paste function would help reduce the time it took to do this task. Within a few days Ndevix had developed a copy paste function and also added drag and drop features for extra convenience in shifting the order of tasks in preventative maintenance lists.” The lead developer for Ndevix, Ian Haliday said, “We know how critical it is for people to save time and money through the systems we develop. Any additional benefits we develop make our customers more successful and in return, we all win.” This type of commitment is what it takes to sustain a competitive edge.

Mr. Martin went on to say that Performance Plus also selected Ndevix for its data storage facilities and 24 hour customer service. Performance Plus said it was important to select a company that had multiple back up sites and offered good customer service. To compete in the global market, we must remember that one person's bed time is another person's wake up call. The reality is that IT has encompassed our daily lives and it is here to stay. We must understand how we can use it to our advantage and the companies who can do that will be successful. For more information on the companies in this article please visit www.ndevix.com or www.performancemms.com.