

Keyedin™ Solutions Partners with Aspera Solutions

Deal announced to coincide with launch of Keyedin Manufacturing to support Irish and UK SME markets

Bradford, England, UK — 18 July 2013 — Keyedin™ Solutions, the fast-growing software business specialising in Cloud-based enterprise applications, has announced a partnership with Aspera Solutions, based in Dublin, Ireland.

Aspera is one of Ireland's longest-established IT systems specialists providing solutions to the manufacturing and distribution sectors. It supplies, implements and supports Enterprise Resource Planning (ERP) and business software in Ireland and UK.

Under the agreement, Aspera Solutions will offer SaaS (Software as a Service) Project Management applications developed by Keyedin to its customer base across Ireland and the UK. This will include Keyedin™ Projects – a complete SaaS solution integrating Project Portfolio Management (PPM), Professional Services Automation (PSA), and Project Management Office (PMO).

The agreement comes at a time when Keyedin launches its latest offering – Keyedin™ Manufacturing – a 100 per cent Cloud-based application designed specifically to boost efficiency in the SME manufacturing sector. Keyedin Manufacturing provides a visual view of the shop floor which allows managers full visibility into the schedule and control of processes. It integrates seamlessly with existing financial applications such as QuickBooks.

The deal with Aspera is the latest stage in a partnering strategy that has seen Keyedin grow from launch to 50,000 users in under two years. Its focus is to open access to its products across global territories through effective partnerships that provide world-class 'on the ground' service and sales aftercare.

Lonan Byrne, Managing Director at Aspera Solutions, believes the partnership is timed perfectly to support Ireland's and the UK's resurgent manufacturing base and the growing adoption of SaaS products by small firms.

Lonan says: "The market has moved on in terms of the understanding of Cloud and SaaS and has generated real interest among small- to mid-sized manufacturers. The Keyedin products are ideally suited to this sector, being purpose-designed, quick and cost-effective to implement, and scalable to a business's needs."

The decision by Aspera to partner with Keyedin adds a more nimble offering to its product portfolio alongside large Project Management implementations.

Karen Adame, Chief Product Officer at Keyedin Solutions, says: "What's important for the small- and mid-sized business is a great product – which we have – supported by local expertise, on-going service and aftercare. Aspera's experience over 26 years in this marketplace underlines their ability to support our solutions across their customer base."

About KeyedIn™ Solutions

KeyedIn Solutions helps organisations quickly improve business results. The company's Cloud-based software systems provide a more flexible, scalable and affordable means to simplify processes, improve performance and gain a competitive edge.

KeyedIn offers a true SaaS model making its solutions affordable for both large enterprises and small businesses. The KeyedIn project portfolio management (PPM) system supports program management offices in businesses of all types, while its professional services automation (PSA) software serves professional service organisations and the company's enterprise resource planning (ERP) solution addresses the unique needs of custom manufacturers. KeyedIn Flex, the company's rapid application development platform, allows new applications to be developed faster, giving KeyedIn clients the solutions they need today.

When businesses need results fast, they look to the Cloud – and turn to KeyedIn Solutions. You should too. Keep up with us at www.keyedin.co.uk.

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