Helpdesk software creator Monitor 24-7 launches customer-driven upgrades to award-winning IncidentMonitor™ software program

The self-professed "anti-software" software company doesn't just listen to its customers, it puts their ideas into development

For immediate release: April 1, 2004

TORONTO, ONTARIO – **Monitor 24-7 Inc**., a Canadian software development company and creators of the award-winning IncidentMonitor™ helpdesk software, continues to set new standards in excellence in customer service, and has put its trust in one software program to continually push the bar on satisfying customer expectations – its own.

"It's a new twist on that old commercial about the hair transplant system," says Scott Walling, Managing Consultant at Monitor 24-7, with a laugh. "We are not only owners of the product, but we are also a client." Monitor 24-7 has been running its IncidentMonitor™ software program to run its customer helpdesk since the company's inception in 1999, so the management team believes firsthand in the functionality of this software program.

IncidentMonitor is a request and service workflow management system that offers a state-of-the-art solution for customer service. Whether it's an internal helpdesk, external customer service, change management or bug tracking, IncidentMonitor facilitates these varying workflows allowing companies to rapidly model their processes for consistent, accurate and repeatable results.

It's Monitor 24-7s continued commitment to customer service, coupled with its unique approach to exceeding customer expectations that Walling feels is the reason behind two major successes. During these turbulent times in the technology sector, Monitor 24-7 has experienced a 60 percent year-over-year increase in sales over the past four years; and two, the company earned the "Best of Show" award at the Call Centre and CRM Solutions Conference in Toronto in 2002.

As far as their moniker as the "anti-software" company goes, the team at Monitor 24-7 feels it's truly different than other companies; not just in the product they have developed, but in the company's vision and mission. They are not just pulling words out of a hat. The team at Monitor 24-7 each has over 15 years' experience working as technology consultants in the industry. The team got together in 1999 when they saw an opportunity to defy the ordinary and create something extraordinary.

 "We truly feel we are unique in the software industry, because we listen to our customers," says Walling. "But it's more than that. We evaluate each of our customers' comments, and make a management decision whether to move them into development," he says. Case in point: The company recently released its second version of IncidentMonitor™, by adding a non-conventional aspect to the program – the ability for a company to keep track of its assets, both technological and non-technological, a result of a customers' need.

Asset Management features an auto-discovery agent that inventories all Windows operating systems and is extensible to support IT and non-IT assets customers want to track, including cell phones, PDAs, routers, printers and even boring, everyday items like desks, chairs, and shelves. It supports an XML interface that enables customers to describe their own asset definitions. "What's really exciting about Asset Management is that it is unique above all other software solutions in this sector, by the fact it operates using an auto-discovery agent that automatically inventories all Windows PCs, laptops and servers. It also is different in that it allows companies to define their own assets and inventory and to then track them – and this added functionality is included in the standard price for the software," states Walling.

The team at Monitor 24-7 is quick to realize that competitive companies don't just let customers go. "Someone once said that it costs 10 times the amount to attract a new customer than it does to keep an existing one," says Walling. "These days, the ability to meet and exceed the needs of your customers is absolutely key to business success," he adds.

"We care about our customers," says Walling. "We want to ensure they stay one step ahead of their competition by listening, evaluating and continually developing our product to meet their needs now and well into the future. Remember, we are a customer too. We are continually looking to improve our product and that's what makes us so different, but we think it's a way of business that's time has come. Instant need, instant results, that's what we are all about," says Walling.