Aspera LaaS Wins Award for Best IT Service

Aspera's LaaS – License Management as a Service is a winner of the 7th Annual 2012 Hot Companies and Best Products Awards in the Best IT Service category

Aachen, Germany – May 25, 2012 - Aspera GmbH has specialized in Software Asset Management (SAM) for 12 years and is internationally known for inventing catalog-based and entitlement-centric software asset management. Today Aspera announced that Network Products Guide, a leading technology research and advisory guide, has named "LaaS – License Management as a Service" a winner of the 7th Annual 2012 Hot Companies and Best Products Awards in the Best IT Service category.

Organizations and products recognized by Network Products Guide are considered true solution providers dedicated to understanding what their customers need and are selected by esteemed industry practitioners. Each year hundreds of companies compete to earn Hot Companies and Best Products acknowledgment, however the decision process is based on very careful evaluation which makes the awards very prestigious.

"Aspera is focused on providing our customers with a solution that manages software assets in a cost-effective and entitlement-centric way, enabling enterprises to ensure both legal compliance and optimum procurement strategies," said Christof Beaupoil, President of Aspera Technologies Inc., Aspera GmbH's sister company in the United States. "The increased adoption of virtualization and cloud solutions within the enterprise has created a need for transparent and audit proof software license management. We are honored to be named in Network Product Guide Hot Companies and Best Products Awards and recognized for our innovative software asset management services."

Through perfectly fit together service components LaaS – License Management as a Service by Aspera offers enterprises the option to either partially or completely outsource all operative license management tasks as well as consulting to Aspera. LaaS provides users with a powerful software asset management tool, SmartTrack, that enables enterprise-wide access to information on software licenses, contracts, installations, and usage while confirming license compliance. The LaaS and Aspera SmartTrack solutions offer unparalleled flexibility and scalability to organizations with less than 1000 users in a single location to more than 300,000 users distributed across the globe. SmartTrack is the only 100% web-based and standardized SAM tool enabling enterprises to balance cost and speed of deployment.

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About Aspera Technologies Inc. and Aspera GmbH

Aspera is a highly specialized provider of software license management solutions. Our unique, entitlement-centric approach has been successfully implemented in international projects for over a decade. SmartTrack is the tool of choice for large companies wishing to effectively manage software assets governed by significant volume license agreements. More than 120 world class businesses – including 20 Fortune Global 500 companies – rely on Aspera's expertise for license management. Aspera has partners in Scandinavia, Germany, Netherlands, the UK, and Australia.

Following the industry standard ISO/IEC 19770-1 our services include but are not limited to: LaaS, software recognition engineering, license clearing, interface monitoring, and application troubleshooting, master catalog, extended catalog, ITIL certified organization and process consulting, project management, integration, and customer support.

Aspera was founded in 2000 in Aachen, Germany and currently employs 60 professionals. It is registered in the USA under Aspera Technologies Inc. Aspera GmbH and Aspera Technologies Inc. are wholly owned daughter companies of USU Software AG. More information is available at www.aspera.com.

About Network Products Guide Awards

As industry's leading technology research and advisory publication, Network Products Guide plays a vital role in keeping decision makers and end-users informed of the choices they can make in all areas of information technology. You will discover a wealth of information and tools in this guide including the best products and services, roadmaps, industry directions, technology advancements and independent product evaluations that facilitate in making the most pertinent technology decisions impacting business and personal goals. The guide follows conscientious research methodologies developed and enhanced by industry experts. To learn more, visit www.networkproductsguide.com