

## OpenTech Introduces the INSOMNIAC Self Storage Network

*Self storage operators can now get real-time internet reservations from third party marketing partners.*

PHOENIX, Arizona – June 25th, 2009 – OpenTech Alliance, Inc. announced they have launched the industry's only real-time self storage reservations network – the INSOMNIAC Self Storage Network (ISSN). ISSN will allow self storage operators to get online reservations through multiple sales channels and their property managers no longer have to waste time updating their available unit information in several different systems. Also they no longer have to play phone tag trying to connect with consumers who requested a quote. Regardless of if a self storage operator has an INSOMNIAC kiosk or not, they can join ISSN and start using the internet like it was meant to be – in real-time!

The INSOMNIAC Self Storage Network provides a secure, real-time connection between self storage facilities (“Network Members”) and marketing companies (“Marketing Partners”). USstoragesearch.com is the first company to become an ISSN Marketing Partner and has already launched its new real-time reservations website. Michael Kucera, President of USstoragesearch.com said, “We’re very proud to be the first website of our kind to offer these new, state-of-the-art features. Utilizing the ISSN technology we are able to allow consumers to shop online for the storage unit that best fits their needs, see the real-time prices, specials, and availability of our member facilities, and reserve a unit immediately. Our members love it because it all happens automatically. They don’t have to waste time updating their inventory to appear on our site. We mirror what their property management system shows so we’re always up-to-date with their available units and latest pricing.” He also added, “We have tens of thousands of visitors to our website each month and the thing they tell us the most is that they want to truly be able to shop for storage online. Now, by partnering with ISSN, we’re giving them that ability at thousands of self storage facilities across America.”

Consumers get a confirmed reservation or rental similar to the way they purchase an airline ticket on Orbitz.com or reserve a hotel room on Hotels.com. When a consumer makes a reservation through the website of a Marketing Partner it is stored directly in the facilities’ property management software. Then consumers will be able to complete their reservation at an INSOMNIAC kiosk or during office hours with the property manager. OpenTech does not currently charge a fee for self storage facilities to join the network and they do not need to own an INSOMNIAC kiosk. OpenTech supports current and future development of ISSN through revenue share agreements with Marketing Partners.

In 2008 OpenTech hired Gregg Genualdi, the original developer of the TaskMaster property management system, to take the same technology used by INSOMNIAC kiosks and enhance it to support real-time internet reservations and rentals. The result of this development project is ISSN. ISSN has been modeled after the networks used by the airline, hotel, and rental car industry, thus elevating the self storage industry to a new level of convenience, one that today’s consumers demand.

OpenTech Alliance, Inc. is the leading developer of innovative solutions designed to help self storage operators rent more units and reduce operating costs. For more information visit [www.opentechalliance.com](http://www.opentechalliance.com) or call (602) 749-9370.

### **Press Contact:**

OpenTech Alliance, Inc.  
(602) 749-9370  
[news@opentechalliance.com](mailto:news@opentechalliance.com)

NOTE TO EDITORS: OpenTech Alliance, the OpenTech logo and INSOMNIAC are trademarks of OpenTech Alliance, Inc. Other company and product names may be trademarks of their respective owners. The INSOMNIAC kiosk is protected by U.S. patent number 5,946,660.