


Smart Storage Concepts Joins INSOMNIAC Self Storage Network

Technology leaders work together to simplify the online reservation process

PHOENIX, Arizona – June 22nd, 2010 – OpenTech announced today that Smart Storage Concepts, a subsidiary of Smart Marketing Concepts, Inc. has become the newest Marketing Partner to join the INSOMNIAC Self Storage Network (ISSN). Smart Storage Concepts has developed a simple to use yet sophisticated real-time reservations engine that self storage operators can embed in their website to allow consumers to quickly reserve units or make payments. Smart Storage Concepts is also using the same reservation technology to power their new USavestorage.com portal. USavestorage.com is where independent self storage operators can sign up to be the only self storage facility in their area to be on the site and they won't be crowded out by the big guys. "The addition of Smart Storage Concepts to our online reservations network brings a whole new level of convenience to the self storage operator and consumer" said Robert Chiti, President and CEO of OpenTech Alliance.



[Smart Storage Concepts](#) is a provider of affordable reservations technology and internet marketing strategies for small to mid-size self storage operators. The collaborative partnership with OpenTech integrates Smart Storage Concept's intelligent Centralized Reservations System (CRS) with many of the industry's long established property management systems providing a whole new level of efficiency in leveraging real-time rate and revenue management allowing instant generation of customer confirmations.

At this time, a showcase of the system is set up for the self storage industry to make (test) real-time reservations and receive instant confirmations through June 30th. Click the image to the left to make a test reservation.

"We are excited about our strategic partnership with OpenTech Alliance, whose vision and mission compliments the Smart Storage Concepts philosophy of building excellence and maximizing performance for our clients," said Mike Harley, President and COO of Smart Storage Concepts. "We are particularly eager to collaborate with the OpenTech developers in refining the real-time, revenue-managed reservations process in a way which will best serve the self storage industry."

ISSN was developed so self storage operators can easily market their available inventory of empty units through third party marketing companies on a secure, real-time network without requiring self storage managers to spend hours keeping different systems updated with inventory and pricing changes. 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 an ISSN Marketing Partner it is stored directly in the facilities' property management software, no emails or faxes to misplace. OpenTech does not currently charge a fee for self storage operators to join the network and an INSOMNIAC kiosk is not required.

About Smart Marketing Concepts, Inc.

Headquartered in Oldsmar, Florida, Smart Marketing Concepts, Inc. (smartmarketingconcepts.com) was formed in 2003 to provide its clients with a private labeled version of intelligent reservations technology and Internet marketing services. Smart Marketing Concepts has, with its teams 55 years of combined experience in reservations (airlines, hotel, car rental, parking and global distribution) and other transactional businesses (convention bureaus, call center operations, ticketing, and finance), developed a strong reputation for creating evolutionary solutions for a wide range of industries. Smart Marketing Concepts' proprietary, patent-pending centralized reservations system has been designed from the ground up to deliver the most relevant, location-based pricing on products or services to consumers while providing real-time data and analytics for store owners to make timely decisions. To get 'smart' technology working for you 24/7, please call our sales department toll-free at (800) 385-1658.

About OpenTech Alliance

OpenTech Alliance, Inc. is the leading developer of innovative solutions for the self storage industry. The company's products and services include seven models of INSOMNIAC Kiosks ranging from \$4,900 to \$18,000, INSOMNIAC Live! call center services and the INSOMNIAC Self Storage Network for online storage reservations. OpenTech solutions improve customer convenience, reduce operating costs and increase revenues for self-storage operators. For more information please visit www.opentechalliance.com or call (602) 749-9370.

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