

Press Release

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FOR IMMEDIATE RELEASE

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WorkXpress Provides Customized Software at a Fraction of the Cost and Time of Traditional Solutions

New Event Management Platform Provides EventPro Strategies With Superior Software to Execute Event Staffing Flawlessly

(Carlisle, PA) — WorkXpress, the world's most functional Platform as a Service (PaaS) without programming, launched EventPro Strategies' (EPS) new event management software today in record time. The new [cloud computing](#) based software created for EPS will be the cornerstone of their business providing a range of capability including talent registration, event creation, event staffing, talent communication, event management, event accounting including online timesheets and reimbursement, and management reporting. This vast functionality is handled using five separate portals including talent, client, staff, accounting, and management. Each portal provides only the needed functionality and access while allowing for use anywhere utilizing multiple browsers and mobile devices.

The focus on providing a centralized platform of real time information to its clients, talent, and staff will allow EventPro Strategies to become the technological leader in the experiential marketing staffing industry, according to EPS COO Eric Kaufman. "Working with WorkXpress, our EPS Tracker System® 2.0 centralizes pre-event and post-event information while assisting both the client and EPS staff with event execution. Our mission is simple, 'Provide our clients with the data that they want and need at their fingertips.'"

EventPro Strategies is one of the nation's leading event staffing company and for the second year in a row was named as one of Inc. magazine's 5000 fastest growing privately owned businesses. Their rapid growth is attributable to their quality client service architecture that delivers the finest specifically tailored talent nationwide for an organization's live marketing events. From highly complex to super simple programs, EPS provides the right people for just about any type of experiential marketing campaign.

Jessica Browder-Stackpoole, CEO and Founder of EPS added, "We're proud that we're going to offer our clients complete control and satisfaction in talent staffing. If a client asks for a particular demographic, we can provide the talent and have it approved by them. This will save a great deal of time and reduce the number of incoming calls."

The most impressive aspect of the EPS software build and implementation was the time to completion. The entire project build cycle lasted five short weeks with an additional three weeks of testing and staff training. This is in stark contrast to EPS' experience with standard software customization.

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2-2-2 WorkXpress Provides EventPro Strategies Software Solution

Kaufman continued, “Months before we found WorkXpress, every process we desired to be automated or moved to an online portal was handled as a one off solution. At that point, the only way we thought we could achieve our goal for an ideal software solution was to hire multiple coders and web developers to first build the software, and then make the necessary adjustments. After two to three months of back and forth negotiations, we realized it would be impossible using this route due to the huge financial cost. It would have taken nine to twelve months to build! With WorkXpress, we’ve gotten everything we asked for at a fraction of the cost and in less than two months.”

Treff LaPlante, WorkXpress President and CEO said, “The value proposition of a [5GL Platform as a Service](#) such as WorkXpress cannot be overstated, and will transform how businesses build and adopt software. Not only can these businesses build standard types of solutions in record time, but they can build much more automation than they ever previously would have thought possible. This is not speculation: we’ve been seeing these types of disruptive changes to software development and adoption using WorkXpress for many years now. Because of the extreme nature of the value proposition, it’s only a matter of time until [5GL PaaS](#) deployments become the norm rather than the exception.”

For more information about WorkXpress (<http://www.workxpress.com>) or EventPro Strategies (<http://www.eventprostrategies.com>) contact Jake Burns at jburns@workxpress.com.

About the WorkXpress PaaS

WorkXpress is the world’s most functional PaaS (Platform as a Service) without programming. It provides more software and better features at a lower cost than its competitors. The platform offers non-programmers the ability to create limitless sophisticated business applications using five building blocks in an intuitive, drag and drop, point-and-click, secure, web-based environment. WorkXpress eliminates the need for coding, data modeling and database querying, while automating common systems administration tasks like maintenance or disaster recovery. These capabilities are all possible without purchase of additional hardware or software.

Additionally, WorkXpress offers full integrations with other applications and the latest web-based technologies. Some examples include Skype, FedEx, Google Maps, currency conversions, Google language translation, FTP services, IMAP email services, and many more. New integrations can also be easily created on the WorkXpress platform.

About EventPro Strategies

EventPro Strategies (EPS) is a full service event staffing, execution, and project management agency serving clients nationwide and across Canada since 1999. Services run the gamut from single events to multi-site events to tours. Today, the world of experiential marketing is taking the land, the sea, and even the air by storm – literally! EPS utilizes cutting edge technology and the most robust talent database in the industry. These tools, combined with a dedicated in-house team, provide additional command and control of thousands of EPS talent working in the field every week. No job is too big or too small.

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