

NAV "Directions 2009" is Big Success! November 18, 2009



The **InfiniTek** team travelled to Austin, TX, to the annual Microsoft sponsored get together of over 500 **Microsoft Dynamics NAV partners** from around the world. Held at the beautiful **Hyatt Lost Pines Resort and Spa** November 11 – 14th the conference was a huge success for **InfiniTek**. **InfiniTek** took a much higher profile this year as a "Silver Sponsor", which entitles sponsors to a one-hour breakout session, exhibit space just outside the main meeting room and a tabletop display at the two expo receptions.

The booth space was shared with **InfiniTek** partners **Aimit AS** of Norway, who made the trek in order to display their impressive **EQM** software, specifically targeted to the **equipment rental and service business**. There was a brisk traffic by the booth, which also featured a live demonstration of **ScanDirect Plus**, the premier NAV add-on enhancement developed by **InfiniTek** programmers.

The highlight of the event was the Friday morning one-hour presentation in a good-sized break-out room. After an introduction, **InfiniTek** CEO, Mary Williams gave not only a product description of **ScanDirect Plus** but also illustrated the product capabilities by means of screen shots. Most impressive of all, however, was the live demonstration of how the system actually functioned in an office environment. **ScanDirect Plus** is a custom-designed "paperless office" solution designed for an **InfiniTek** client in Orange County, CA. That company liked the solution so much that **InfiniTek** has decided to offer the product to other NAV partners for resale to their own customer base.



The second half of the presentation was dedicated to a presentation of the **EQM** product by our Norwegian guests, Bengt and Hans. This enhancement to Dynamics NAV has enjoyed considerable success in Europe and the team is hoping that **InfiniTek** can help launch to product in the US. There was a lively Q & A session after each presentation. Members of the audience asked a number of good questions of the Norwegian team and they all seemed to feel that **EQM** has "nailed it" in terms of satisfying the unique requirements of the **equipment rental and maintenance** business.



Since Texas is known for their marvelous BBQ gourmet meals the team had a good time eating and chatting with like-minded NAV software enthusiasts.

After the conference concluded the **Aimit AS** team from Norway joined **InfiniTek** on a tour through Southern California to discuss and demonstrate the product to NAV EQM prospects.