



Mason Enterprise Center



at the SCHOOL OF PUBLIC POLICY

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PRESS RELEASE

Leading Brazilian Asset Management Software Company opens US office in Mason Enterprise Center

FAIRFAX, VA: In Forma USA, LLC plans to replicate its success in Latin America to introduce its revolutionary software solutions to the North American asset management market.

In Forma USA, LLC (In Forma) is the newest participant in the Mason Enterprise Center's unique International Business Accelerator. The Center has forged business partnerships with 16 companies from 8 countries over the last five years. For more than 12 years, In Forma has helped companies develop physical asset management related information systems. The company contributes to its client's growth by applying its own technology components to build new modules or with complete products for its client's portfolio. In Forma is uniquely positioned in the market because it delivers technological services with in-depth knowledge of physical asset management, flexibility and industry-leading software quality.

In Forma's flagship products include: EquipMaint, the first software package developed for the integration of operations and maintenance of complex, large-scale, critical installations. The many features related to reliability, safety, integration and corporate system interfaces present in EquipMaint, make it an ideal solution for any Organization that critically depends on facilities, equipment, vehicles or material to accomplish its mission. Ismar Kaufman, In Forma USA's CEO adds that "in an environment where performance and safety requirements are high and where there is complexity in the management of physical assets – EquipMaint can greatly improve management and results".

The company also offers a full suite of middleware and customized software development, always leveraging its knowledge on how to bring state-of-the-art IT to manage facilities, equipment, vehicle and materials. "Through its customized service to its large clients such as the giant Brazilian power generation and transmission company Chesf and Modular, a mining IT subsidiary of Komatsu, In Forma has proven that it can deliver. We are delighted to have them join our Center and have already seen major interest in the market" says Marshall Ferrin, the Center's Director of International Business Development.

The Center's International Business Development Program (IBDP) offers a selection of targeted programs to assist both US and international small and medium information technology enterprises develop international business. The Center offers a three stage program of consultation, international market planning and business partnerships. This customized approach prepares and connects companies for practical business results in key Technology marketplaces in the USA and around the world.

For companies interested in knowing more about In Forma USA, LLC and its products and services, please e-mail Patrick Dine at pdine@informa-usa.com or go to the website <http://www.informa-usa.com> or contact Marshall Ferrin at mferrin@gmu.edu.

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