

A-1 Self Storage Orders Their First 4 INSOMNIAC 900s

Leading California Based Operator Adds Self Service to its List of Competitive Advantages

PHOENIX, Arizona – October 19th, 2009 – OpenTech Alliance, Inc. announced today that The Caster Group has ordered their first 4 INSOMNIAC 900 kiosks. The Caster Group is one of California’s oldest and most respected self storage companies with over 40 facilities primarily in urban locations throughout California.

Their Class A facilities, branded A-1 Self Storage, range in size from 56,000 to 220,000 sq. ft. and include; indoor, outdoor and climate controlled units. They pride themselves on their superior customer service and with the addition of INSOMNIAC self service kiosks they will now be promoting “We are Always Open” convenience as part of their company’s brand. The kiosks are being installed at the following locations; Kearny Mesa - a community in the eastern part of San Diego, La Habra – in northern Orange County, Cypress – in western Orange County, and San Jose.

Brian Caster, President and CEO of The Caster Group explained, “We feel adding the convenience of 24 hour self service at our facilities is a real competitive advantage. By integrating this new on-site service with our call center and website we are making it very easy for our customers to do business with us. It also helps us rent more units when our competitors are closed.”



The Caster Group is implementing OpenTech’s best practices as outlined in the Kiosk Success Guide, including; positioning the kiosk next to the front door of their office, creating high visibility signage highlighting the new amenity, and working with their on-site managers to ensure they are trained on how to use and promote the kiosk.

They have integrated the kiosk with their companies call center so that when customers arrive at the facility (when the office is closed) they can talk with a live person if they need assistance in renting a unit

or making a payment at the kiosk. Call center agents are also capable of viewing the person in front of the kiosk as well as taking control of the kiosk remotely if needed. In addition, customers will soon be able to reserve a unit from the company’s website and complete the rental at the kiosk.



Can you find the kiosk in this photo?

The Caster Group's commitment to marketing is not limited to the outside of facility. They also designed a very unique vinyl wrap for the backend of their kiosks. Their new tropical fish aquarium makes the kiosk a topic of discussion for everyone that enters the store.

Robert A. Chiti, President and CEO of OpenTech Alliance smiled, "Typically we urge companies that install our kiosks to be sure water does not get into the inside of the kiosk, but then A-1 is not a typical self storage company. I can't help but wonder if there is any money in starting a FISH storage business."

OpenTech Alliance, Inc. is the leading developer of innovative self-storage solutions. The company products and services include 6 models of INSOMNIAC Kiosks ranging from \$9,000 to \$18,000, INSOMNIAC Live! call center services and the INSOMNIAC Self Storage Network for online storage reservations. OpenTech products and services improve customer convenience, reduce operating costs and increase revenues for self-storage facilities. For more information or to see an online demo, please visit www.opentechalliance.com or call (602) 749-9370.

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