

Village Mini Storage Reduces Staffing Expense with a Kiosk

Self Storage Operator Finds Self Service Kiosk a Successful Alternative to Part-Time Staff

PHOENIX, Arizona – December, 8th 2009 – OpenTech Alliance, Inc. announced today that Village Mini Storage in North Carolina is saving over \$2,100 per month as a result of implementing an INSOMNIAC 900 at their facility. During the first 7 months the kiosk was installed it rented 30 units and processed 258 payments for a total \$20,525 in revenue. In addition, Village Mini Storage also reported a 30% reduction in the amount of delinquent customers, which the owner attributes to the fact that the kiosk takes away many of the excuses customers use for not paying their rent on time.

Tony Martin, owner of Village Mini Storage (150 units) and Martin Mini Storage (259 units) in Rockingham, NC traditionally operated his facilities with a total of 5 employees. Recently he was notified by one of his employees (a relative) that they were planning to leave the company. With one of his key employees leaving and the economy being uncertain, he decided to rethink how he manages his facilities. His primary objective was to find a way to operate his facilities more effectively without compromising customer service. Tony installed an INSOMNIAC 900 (pictured below) and is now operating both of his facilities with only 2 full time managers and provides his customer with 24/7 service.



Tony commented, "Initially I was concerned about how my customers would adapt to using the self service kiosk, but I found that once they tried it they now use it all the time. My two facilities are on opposite ends of Rockingham which has a population of about 15,000 in town and 45,000 in the surrounding area. By providing 24/7 hours a day service we are offering more customer convenience than other facilities in our area. I am very pleased with how much money I am saving each month and I am planning to install another kiosk in the spring at Martin Mini Storage."

Tony understands the value his customers put on convenience and feel his self service kiosk offers them the freedom to do business when it best suits them. He has also implemented all the kiosk success Best Practices including ample signage, installation of the kiosk near the front door, and leaving the lights on in his office to attract evening drive by prospects.

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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