



April Newsletter

AiRISTA Named LEADER in Gartner Magic Quadrant for Indoor Location Services



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We promised big news coming in our last newsletter and we are pleased to [announce](#) that AiRISTA has been named a LEADER in Gartner's Magic Quadrant

for Indoor Location Services, 2022 for its ability to execute and completeness of vision. According to Gartner, Leaders, "have demonstrated an ability to fulfill a broad variety of customer requirements through the breadth of their indoor location service solutions. Leaders will have the ability to provide complete and differentiating capabilities as part of their indoor location offerings. This includes global service and support. Leaders should have demonstrated the ability to shape the market, maintain strong relationships with their channels and customers, and have no obvious gaps in their portfolios."

Insights From HIMSS22

A common concern among people that stopped at our booth was the viability of their current RTLS vendor. Changes in ownership and strategic direction caused many attendees to ask how AiRISTA might replace their current vendor. The following compiles an unscientific survey of their thoughts;

What has them concerned about their current vendor?

- Lack of product refresh
- Lack of focus
- Commitment to continued investment

What are the most important characteristics of a new vendor?

- Flexibility of platform to handle change requests and new use cases
- Breadth of ecosystem and ease of integration

What parts of the migration to a new vendor keep you up at night?

- Unforeseen costs and budget containment
- The learning curve required of the employees that use the system and their acceptance

To make it easier for customers to consider a switch to AiRISTA, we have introduced a promotion that makes the software platform and 100 licenses available

for a 1 year period at nominal price. Learn more by contacting us at salesinfor@airista.com.

AiRISTA Insights

Articles We Found Interesting And We Thought You Might Too

[What separates leaders from laggards in the Internet of Things](#)

"Even among companies working at scale with the Internet of Things, there's a wide gap between top and bottom performers. Nine practices distinguish the leaders from their less successful peers." McKinsey Digital

[How to Overcome Return-to-Office Resistance](#)

"Many organizations that allowed knowledge workers to do their jobs remotely during the pandemic now seem committed to getting them back together in the office, and bosses are trying to get their teams on board." Harvard Business Review

[What Can Companies Do To Attract Millennials?](#)

"Millennials are the future of much of the workforce, not just tech companies. However, research shows this age group will make up a vast proportion of the tech workforce over the next few years, so creating a friendly working environment with a good developmental and sustainability plan will help attract and retain this talent." Upstack

AiRISTA is Hiring

We are experiencing growth as customers embrace our simplified approach to location based services. If you would like to be part of our team, we are looking for people with experience in Sales, Customer Service, Systems & Solutions Engineers, and Project Managers. Send us an email at HR@airista.com

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