About The Business

Strand Management Solutions, Inc. supports organizations requiring sophisticated data management to drive their businesses. This support comes through a compliment of technical experts – *Web and Database Developers* – who focus on business requirements first and take the time to understand how a company uses data, why it is crucial and which people interact with the data.

In a business environment rich with information technology consultants, Strand Management Solutions, Inc., has forged a new road for clients to follow. Those clients have direct and personal contact with Strand technologists who offer a unique combination of business vision, resource bandwidth, depth of expertise and knowledge.

"It's a powerful combination," said David Krumholz, company president, "because most firms only think of the immediate fix to a particular problem. Our business model lets us see things further down the road. A solo practitioner simply can't dedicate the time and resources a client would need for the long view."

The business is also unique in that it delivers both Web and database solutions. Typically, a company provides one or the other. "We understand that more successful companies thrive on data. Information becomes a critical business driver. However, managing data, making it accessible and putting it into formats people can use easily presents a number of challenges," said Krumholz. "We see our role as helping a business gather, store and use its data regardless of whether that use comes through a Web site, an intranet portal, a custom software package or a database management tool."

Founded in 1979, Strand Management Solutions, Inc., works with several dozen companies in the northeast and supports clients working in many management functions such as finance, human resources, information technology, clinical research and other executive offices across many industries.

Typical of the solutions Strand develops for clients are these examples.

- Restaurant Trends wanted to offer its clients a new service to its clients: a versatile Web site where customers could query the market research database the company maintains. Strand designed and programmed the Web application and database, which supports a new profit center.
- Citigroup needs reliable technical expertise and quick turnaround when integrating staff programs data from newly acquired companies. The long-term relationship insures that Stand consultants can handle new requirements while remembering the data structures that need to be accessed.
- When fitRewards' existing Web platform provider could not be as responsive as needed, Strand Management Solutions, Inc. was able to quickly build an even more robust application to meet the expanding needs of the online rewards system provider.

With many technologists on its team – working both here and overseas – the company provides personal attention and technical expertise in a way that makes a noticeable business impact.

"We're really not ideal for some companies," said Krumholz. "Sometimes people need a small one-man firm to address a particular problem. We're not good at that because we take a more holistic approach to see the future ramifications of what we do and how it may impact a business's growth. We want to make sure our solutions will work down the road. But when companies need to know someone will always be available to hear them, someone will be able to provide a depth of bandwidth, they may be right for us."

Strand Management Solutions, Inc.
Personal Attention. Technical Expertise. Business Impact.

The Management Team

Strand Management Solutions, Inc., was founded in 1979 by David Krumholz and Arnold Rosner, who saw a better way to address emerging technical support issues. With a nearly 3-decade track record, Strand has proven its approach helps companies use data to drive business. That approach includes providing personal attention, technical expertise and business impact. While growing the business by working with people who can provide extensive expertise, the management team has always focused on using its business vision to develop the most appropriate solutions for each client.

David Krumholz, President

David co-founded Strand Management Solutions, Inc. in 1979 with Arnold Rosner and manages the company's general operations and day-to-day functions to ensure client satisfaction. His special skill is an innate ability to quickly investigate a business process and discern the structures and methods needed to translate the process into a working computer application. His area of expertise is in the needs evaluation, system selection and recommendation, database design, application implementation and training and Web development. Typical of his knowledge was the solutions he developed recently to support a capital project economic evaluation, workflow management, client tracking, employee evaluation tools, membership tracking and real-time system status monitoring.

David has an Accounting and Management Information Science degree from Pace University. His previous experience includes work as an accountant and controller at the nation's largest naval architecture and marine engineering firm and as a manager at a computer services and timesharing firm. He can be reached at 609-799-7715 or dkrumholz@strandmanagement.com.

Arnold Rosner, Vice President

One of Strand Management Solutions, Inc.'s two founders in 1979, Arnold has more than 30 years experience working with computers. He has designed and implemented a wide variety of operating systems, drivers and applications for mainframes, microcomputers and minicomputers. He has also managed teams of analysts and programmers, and taught programming language courses, as well as other technical specialty classes.

He helped grow the business with the belief that companies of all sizes and industries need experienced technical resources to help the use technology more effectively. He considers his most valuable skill to be his ability to understand a business situation and define the computer needs it presents before translating those needs

into program requirements. That strength is why Strand solutions are custom-built, yet intuitive and require practically no training time. One of Arnold's areas of expertise is environmental compliance software. His NJ state-approved product that automates calculations and data transfers mandated by the Federal clean water regulations is used by utility, industrial and pharmaceutical companies. He holds a mathematics degree from Hunter College. He can be reached at 609-799-7715 or Arosner@strandmanagement.com.

Meg Rosner, Web Development Manager

Meg joined Strand Management Solutions, Inc. in 1997 as a specialist in user interface design. In that role, she creates the look and feel of each Web site the company develops for its clients. She is responsible for the online user experience and Web applications, as well as the information architecture and graphic design, while producing entire Web sites.

A hands-on developer, she also manages all designers and coders who support the development projects. She is particularly skilled in consulting with clients because of they way she listens. She works with people to help clarify goals and define what they need from a Web site. With this insight, she translates client wishes into finished Web sites that are technically excellent.

Meg has an English Language degree from Barnard College and previously worked as a writer and editor at Bride's Magazine. She also was a technical writer for *IEEE Technology and Society Magazine* and designed the interface for *Global Security Master*, an application tracking more than 2 million stocks. She can be reached at 609-799-7715 or mrosner@strandmanagement.com.

Note To Editors: High-resolution digital files of these photos are available.
Please call our offices to get a .jpg version.

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Frequently Asked Questions

What services do you provide?

We support businesses that use data as a key business driver. Based on each situation's unique needs, we may provide database services, custom software development, Web site design and programming and other consulting services.

Do you outsource your work overseas?

Yes. In today's business climate, it's important to have sufficient resources available anytime to address all our clients' needs. By working with consultants both in the U.S. and around the world, we can provide faster turnarounds and overnight production, and take advantage of the best technologists possible regardless of where they live. At the same time, we have 12 people working in the U.S. to provide each client with personal attention, whenever they need us.

How can I see examples of Web sites you've developed.

You can see examples of our work by following these links. However, because our work is focused on using data, many sites demonstrating our work involve log ins, personalized information and customized functionality that address particular needs. Therefore, your view of some sites may be limited. At anytime, we can give you a custom tour of a site that reflects your business needs.

- www.BP-cpas.com
- www.thenationalnetworker.com
- www.phoebemurphycookies.com
- www.softzymics.com

Why can't I get the same benefits working with a solo practitioner?

You can, if the person you select has the technical expertise and bandwidth to address your business problems. Typically, solo practitioners and smaller companies don't have the bandwidth to address your emergencies, a revision in your scope of work or even emerging priorities within their other client projects to fully support you. Strand Management Solutions, Inc., has people with the technical expertise and bandwidth, as well as a business vision, to help you through any number of business challenges.

What limitations must I juggle when I work with a solo practitioner?

Typically, solo practitioners address an immediate need with custom code and use programming "shorthand" he developed. This approach is fine when you know you'll always work with one programmer who will always be available to you. However, it becomes a limitation when you need to grow. The nature of code is that it often has to be revisited to accommodate evolving needs or new business opportunities. Strand technologists develop code that reflects future needs and the realities that others may work on the code after we are out of the picture, which makes it easier for your programs to evolve. And for you to take true ownership of the capability.

Is everything you do a custom solution? Doesn't that get expensive?

We pride ourselves on developing the most appropriate solution that supports a company's data management needs. Sometimes that involves custom software. Sometimes it involves off-the-shelf software. Because each situation is unique, we conduct a discovery process to fully understand the given challenges. We complement that knowledge with a vision and anticipation of future needs and growth requirements to determine the most appropriate solution. In each case, we get to the best solution by partnering with you as we present alternatives, outline the strengths of each choice and explain our recommendations. This approach lets us work within your budget while meeting your business requirements.

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STRAND
MANAGEMENT SOLUTIONS, INC.

Client Roster

Strand Management Solutions, Inc., works with many companies in a wide variety of industries. A sampling of some of our clients is below.

Web Applications and Web Platforms

Community Grants & Planning, Hightstown, NJ

fitRewards, Green Brook, NJ

Incentive Selections, Princeton Junction, NJ

LocalBiz USA, Little Falls, NJ

New Jersey Commission for the Blind and Visually Impaired, Newark, NJ

Restaurant Trends, Wall, NJ

Web Design, Content and E-mail Marketing Programs

Abrams & Knopf LLC, Ocean, NJ

A.W. Martin, Cranbury, NJ

Bartolomei Pucciarelli, LLC, Lawrenceville, NJ

CGS Family Partnership, Sewell, NJ

Clearstream Benefit Plans, Monmouth Junction, NJ

E.G.Office, North Wales, PA

Eat-Drink New Jersey, Princeton, NJ

Everest Realty Group, Freehold, NJ

Foxmoor Homes, Forked River, NJ

Pat's Décor, Cranbury, NJ

PJR Construction, Freehold, NJ

Remex Inc., Princeton, NJ

Star Light Dry Cleaners, Inc., Groveville, NJ

Stinar Communications, West Windsor, NJ

The National Networker, Levittown, PA

Database Applications

Barnard College, New York, NY

Board of Education, Stamford, CT

Church & Dwight, Princeton, NJ

Citigroup, N.A., New York, NY

Coffee News, East Windsor, NJ

Heavenly Fish, Ewing, NJ

MAK Construction, Bordentown, NJ

NetCentric Computer Solutions, Inc., Freehold, NJ

Midway Machine Products, Florence NJ

New Jersey Commission for the Blind and Visually Impaired, Newark, NJ

New Jersey Division of Developmental Disabilities, Trenton, NJ

New Jersey Division of Vocational Rehabilitation Services, Trenton, NJ

New Jersey State Council on the Arts, Trenton, NJ

Public Service Electric & Gas (PSE&G), Newark, NJ

Restaurant Trends, Wall, NJ

Shifman Mattress Company, Newark, NJ

Walkers Manual, Inc., Freehold, NJ

Technology Resources for Software Products Suppliers

American Law Ware, Ocean Township, NJ

SoftZymics, Inc., Princeton, NJ

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News To Use

For Release: March 22, 2008
Press Contact: Roger Shapiro
                              609-434-0030

Incentive Rewards Platform Manages Data To
Help Companies Reward Employees, Customers

Princeton Junction, NJ – Business owners now have an easier way to manage mountains of data they need to juggle when motivating employees and customers with online reward programs. In turn, it is easier to launch and maintain a program that supports loyalty and acknowledges people's efforts.

The data management tool is the recently updated Incentive Selections Rewards Platform, developed and released by Strand Management Solutions, Inc (Strandmanagement.com). "This system gives any organization the technology to create and deliver an online rewards-based incentive and motivation program," said David Krumholz, the company's president.

The new platform lets a company construct multiple rewards programs with unlimited individual member accounts. Points are awarded to registered members based on their completion of activities determined by the rewards program administrator. The points accumulated by each participant can be redeemed online for a customized selection of popular gift items or service offerings.

One of the first to use the new platform is fitRewards (www.fitrewards.com), a Web site health clubs use to attract and retain customers. The site has grown to support more than 500,000 people working out at 120 health clubs. The clubs work with fitRewards to develop programs that reward customers for referrals, loyalty and other measures that support goals.

"Our entire business model is based on collecting and managing data," said Maria Parralla-Turco, fitRewards' Executive Director. "We needed to partner with someone who took the

time to understand what we were creating. Strand developed what we needed. And they completely looked at our future needs and potential add ons to make sure our technology could accommodate our growth."

"The platform is greatly improved over our earlier version," said Krumholz. "We're using the latest Microsoft .NET technology so the system can support large user bases like the 500,000 people fitRewards supports."

The platform is easily customized to meet any business' requirements and specifications.

The platform is hosted on Windows 2003 servers that run Microsoft Internet Information Server version 6.0. Microsoft SQL Server 2000 is the back end database and the system accepts data feeds in all standard formats. The Incentive Selections Rewards Platform can be delivered as a hosted application on our servers or it can be delivered for installation on your servers. For information about adopting the Incentive Selections Rewards Platform or other data management tools, contact Krumholz at 609-799-7715.

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