

## **Senaya Receives 2014 M2M Evolution Product of the Year Award**

*Senaya's "Asset Intelligence" reusable asset tracking solution recognized for exceptional innovation.*

BOSTON, Massachusetts (June 26, 2014) – Senaya Inc., a machine-to-machine (M2M) supply chain solutions company providing advanced cloud-based asset tracking solutions announced today that their “Asset Intelligence” reusable asset tracking solution received the 2014 M2M Evolution Product of the Year Award from M2M Evolution Magazine, the leading publication covering the machine-to-machine industry.

Senaya’s Asset Intelligence solution represents a new class of enterprise asset tracking that leverages M2M technologies and the power of the Internet of Things (IoT) to enable accurate and timely visibility into the supply chain and focuses on tracking and monitoring of non-powered assets.

More than just a location tracker, Asset Intelligence measures temperature, shock, motion, and battery life delivering user-defined data requests through a web-based dashboard licensed via a SaaS (Solution as a Service) model per device. For companies seeking automated, accurate and timely information on non-powered and reusable assets such as pallets, IBCs (Intermediate Bulk Containers), specialty gas cylinders, ISO tanks, ULDs (Unit Load Devices) and other reusable assets, Senaya provides a superior solution to IT asset management.

“It’s more than just asset *tracking*,” says Brian Lee, Senaya CEO, “it’s asset *intelligence*.” “The cloud-based asset tracking and monitoring solutions Senaya provides using sensor, cellular and other wireless communication technologies are unparalleled in the industry.”

“The solutions selected for the M2M Evolution Product of Year Awards reflect the diverse range of innovation driving the machine to machine market today,” said Carl Ford, CEO of Crossfire Media, a co-publisher of M2M Evolution Magazine. It is my honor to congratulate Senaya for their innovative work and exceptional contribution to the rapidly evolving M2M industry,”

Rich Tehrani, CEO, TMC remarked, "We are pleased to recognize Senaya's Asset Intelligence solution, a truly innovative solution that has earned the 2014 M2M Evolution Product of the Year Award. I look forward to seeing continued innovation from Senaya in the future."

The winners of the 2014 M2M Evolution Product of the Year Award will be published in the third quarter edition of M2M EVOLUTION MAGAZINE and on [www.m2mevolution.com](http://www.m2mevolution.com).

For more information, please visit [www.tmcnet.com](http://www.tmcnet.com).

**About Senaya:**

Senaya Inc. is a privately held Boston-based M2M (machine-to-machine) supply chain solutions company providing advanced SaaS (Solution as a Service) cloud-based asset tracking solutions that utilize sensor, cellular, and other wireless communication technologies.

For more information on Senaya's tracking solutions, please send an email to [sales@senaya.com](mailto:sales@senaya.com) or visit [www.senaya.com](http://www.senaya.com)

**About Crossfire Media:**

[Crossfire Media](#) is an integrated marketing company with a core focus on future trends in technology. We service communities of interest with conferences, tradeshows, webinars and newsletters. Crossfire Media has a partnership with Technology Marketing Corporation (TMC) to produce events and websites related to disruptive technologies. Crossfire Media is a division of Crossfire Consulting, a full service Information Technology company based in New York.

**About TMC**

TMC is a global, integrated media company that helps clients build communities in print, in person and online. TMC publishes multiple magazines including [CUSTOMER](#), [INTERNET TELEPHONY](#), [M2M Evolution](#) and [Cloud Computing](#). TMCnet is read by more than 1.5 million unique visitors each month, and is the leading source of news and articles for the communications and technology industries. TMC is also the producer of [ITEXPO](#), the world's leading B2B communications event, as well as industry events: *M2M Evolution*; *Cloud4SMB Expo*; *DevCon5*; *HTML5 Summit*; *Super Wi-Fi Summit*, *CVx*; *AstriCon*; *StartupCamp*, and more. Visit [TMC Events](#) for a complete listing and further information.

For more information about TMC, visit [www.tmcnet.com](http://www.tmcnet.com).

**TMC Contact:**

Rebecca Conyngham

Marketing Manager

203-852-6800, ext. 287

[rconyngham@tmcnet.com](mailto:rconyngham@tmcnet.com)

# # #