Knecto Wins Gold as IT Company of the Year

Innovative Turn-Key Solution Wins Two Gold Awards
in Hybrid IT and Cloud/SaaS Categories at 2019 IT World Awards

Wednesday, July 31, 2019 – Knecto today announced it has won two prestigious Gold Awards as IT Company of the Year at the 2019 IT World Awards announced yesterday. Knecto earned one Gold Award in the Cloud/Software as a Service (SaaS) category, and a second Gold Award in the Information Technology Hybrid category. Winners will be honored at a gala hosted by *Network Products Guide* in San Francisco on October 28, 2019.

Knecto integrates its unique, patented software with programmable two-way electronic sensors and robust, enterprise-level tracking and analytics to provide a turn-key IT solution that is easy to deploy and requires no dedicated customer resources. This enables small and mid-size businesses to enjoy the same advantages as global corporations.

The company's innovative information technology addresses a number of important business challenges, from product counterfeiting and brand protection, to consumer safety and security, product recalls and regulatory compliance, to intense market competition for customers and revenue.

Through award-winning innovation, Knecto enables businesses to connect with their consumers in exciting new ways to improve customer retention and acquisition by providing richer user experiences. Knecto also empowers companies to make highly responsive marketing and manufacturing decisions that are data-driven and adjustable on the fly.

Facilitating compliance and promoting consumer safety are other unique advantages of Knecto's fully integrated IT solution. The company's innovative Social Recall™ software was introduced last year to enhance these benefits.

"Our unique Social Recall software is ideal for businesses in regulated industries," said Tanner Lewis, Knecto CEO. "Social Recall enables electronic product recall notices and product alerts to be sent immediately, direct to consumer smartphones, with proof of receipt. It's all captured in the secure Knecto cloud and accessible through the robust Knecto dashboard."

With 81% of Americans now owning smartphones, and 2.53 billion smartphone users worldwide, the market for Knecto's revolutionary technology is virtually unlimited.

Knecto was recently honored with a Silver Award for Excellence in Product Fraud Prevention at the 2019 Information Security Global Excellence awards.

About Knecto, LLC

Knecto provides electronic scanning and sensor technology, including near-field communication (NFC), UPC barcode, QR code, 2D and RFID, that effectively reduces product fraud, enhances consumer safety, enriches the product user experience, and delivers marketing insights into buyer behavior never before available to business managers. Knecto's patented data system enables products and packaging to be assigned unique electronic codes, programmed into sensors scannable by smartphones, to drive customer acquisition and retention programs that improve marketing results and enhance business success. Visit us at https://knecto.com/.