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# **Boardwalktech Continues Strong Growth in 2016 with New Customers Across all Industries Including Financial Services and Insurance**

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Boardwalktech, Inc., a provider of collaborative applications for the enterprise and developer of the patented Boardwalk Application Engine (BAE) announced today that it saw strong growth across both its direct and partner business during 2016 across all industries including financial services and insurance. With so many companies not seeing their critical application needs being met by enterprise applications sitting on top of traditional database technologies, demand for Boardwalktech's platform service and application offerings meets a broad market requirement.

Unlike traditional database approaches, only Boardwalktech directly scales enterprise application while working at the resolution of business—the cell. Most often manually managed today in Excel, companies have found that Boardwalk is the only market offering which fully leverages the business need to setup and define business processes using positional data which aligns with the way business users work with data. By working at the cell rather than file level, Boardwalktech makes both business and IT happy with an offering which combines the best of both worlds—an editable tabular user interface and a powerful database run in the cloud or on premise.

“With so many companies frustrated by the rigidity of their core ERP and planning applications, it's no wonder there are over 1B users of desktop applications primarily from Microsoft,” says JB Kuppe, VP of Marketing for Boardwalktech. “These companies like the power of the desktop or on-the-go environment combined with the ability to work in isolation – it's simply the way business users want to work. Only Boardwalktech provides a platform and application offering which meets this market requirement.”

About Boardwalktech:

Boardwalktech provides a patented, collaborative enterprise data management technology offered as either a platform service or industry specific application delivered on premise or in the cloud which automates and scales manual processes typically run today in spreadsheets making them enterprise quality and available across multiple platforms and devices and integrated with the extended enterprise.

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