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EQM - Equipment Rental Management Software is Released with a Role Tailored dashboard interface to better allow users to perform their functional tasks.

Las Vegas, NV 2/28/2011 – WhiteStar USA was in attendance at the American Rental Association convention, when Armada Dynamics U.S., (formerly AMIT AS) released its latest version of its software for the Rental Industry. This release gives different users the ability to set up their screens to display the key tasks and indicators necessary for them to do their jobs. EQM Rental Software from Armada Dynamics U.S., (formerly AMIT AS) is in use in 10 countries on 3 continents, by some of the largest Rental companies in Europe, and this new version is now available in the America's.

"With multicurrency, multilingual and multinational deployments built on Microsoft Dynamics NAV, the ERP system used worldwide by over 80,000 companies and over 1,750,000 users daily, the EQM solution is unique" says Allen Starczyk, CEO at WhiteStar USA. "It is tightly integrated with Microsoft Office, and it can be licensed in a subscription, SaaS, or on-premise model."

EQM is the premier solution for any rental businesses. It handles business operations such as; financial management, asset management (both for unique units and bulk items), advanced rental management, work shop and planned services, customer relations, etc. The EQM rental solution includes key features like, rental processing, purchase orders, asset calendaring, preventive maintenance, rental billing and complete usability reporting.

"We wanted the best Rental Solution for the Machine Industry. Besides, we had experience with Aimit from previous projects, and we knew that they possessed the necessary knowledge about, and understanding of, the problems to be addressed in our industry" remarked Knut Onstad, CEO at Stavdal Utleiesenter AS

In 2006, Microsoft gave the EQM Rental Management system the "Best Vertical Award", for its functionality to the Rental Industry. The EQM solution has also earned the highest rating for a vertical application developed for Dynamics NAV: the *Certified for Microsoft Dynamics (CfMD)* designation. EQM is licensed and supported worldwide through experienced Microsoft Dynamics partners, such as WhiteStar USA.

About Armada Dynamics

Armada Dynamics AS (formerly known as Aimit AS) is a *Microsoft Gold Certified Partner* and an independent software vendor (ISV). Armada Dynamics AS is the developer of the Armada EQM Rental management solution (EQM) with offices in *Norway* and *throughout North America*.

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About WhiteStar USA

WhiteStar USA specializes in the licensing and support of Microsoft software such as the advanced ERP software Dynamics NAV. WhiteStar helps clients implement new applications built for Dynamics NAV, such as the EQM Equipment Rental Management software from Armada Dynamics.

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