

AgileAssets Signals Its Transition to SaaS Market with New Brand Look

25-Year Innovator of Transportation Asset Management Solutions Will Showcase New Image at TRB

AUSTIN, Texas ([PRWEB](#)) January 07, 2020 -- AgileAssets Inc., a leading global provider of transportation asset lifecycle management solutions, kicks off 2020 with a fresh new brand look for its future in the software-as-a-service (SaaS) market.

When the company publicly celebrated its [25th anniversary](#) last fall, it announced plans to refresh the AgileAssets brand in tandem with advancements in its product roadmap and client engagement activities. This month, as a presenter and exhibitor at the [99th Annual Meeting of the Transportation Research Board](#) (TRB) in Washington, DC, AgileAssets will deliver on the promise to its clients by showcasing its latest [SaaS](#) web-based and [mobile applications](#) alongside its new brand image.

“For years, our company has been evolving from our roots as an engineering consulting company to a software solutions provider,” said AgileAssets Founder and CEO Stuart Hudson, P.E. “As we move into a new decade and anticipate the future needs of our clients, we are strengthening our SaaS offerings for agencies at the national, state, and municipal level, and our new brand reflects that forward momentum.”

A pioneer in infrastructure asset management since the 1990s, AgileAssets has frequently been the [first in the industry to incorporate emerging technologies](#) into solutions that help government agencies better manage their transportation networks. Currently about 40 cities and counties, 22 U.S. states, and 15 additional agencies around the world use AgileAssets solutions to implement [data-driven planning, analysis, and maintenance operations](#) of transportation assets ranging from pavements and bridges to roadway signs, signals, fleets, facilities, and more.

In keeping with the company’s history of innovations and its vision for the future, the new AgileAssets brand projects a more modern and relatable image. It spotlights the company name in a contemporary, dark blue font, accented by a bright orange brand mark in the symbolic shape of a “network.”

“Our new brand mark symbolizes how we engage with multiple networks—our clients, our partners, the industry, and the networks of assets our solutions help manage around the world,” said AgileAssets COO Michael Lester. “The value AgileAssets provides is multiplied when we bring these networks together—human, digital, and asset networks.”

The company’s new logo features the word “Agile” in slim font to convey that “we are nimble and flexible, and we help our clients be that way, with out-of-the-box solutions that can be configured to any agency’s business rules,” explained Lester. He added that “Assets” in the company name appears in bold because “our client relationships are built around the shared goal of managing public assets more affordably and efficiently, with better outcomes for the public.”

The company’s expansion in the SaaS market addresses agencies’ [growing interest in cloud-hosted, subscription-based solutions](#) that are “faster to deploy, with lower up-front costs, hassle-free upgrades, and superior security and performance” said Lester.



The new AgileAssets branding also includes a crisper tagline—“Save Time. Save Money. Save Lives.”—with the last two words in bold, emphasizing the positive impacts of agencies delivering efficient, cost-effective, and, most importantly, safer transportation networks to the public.

“Our tagline sums up the difference we are making for our clients and society as a whole,” said CEO Hudson.

Learn more at AgileAssets.com.

About AgileAssets

[AgileAssets](https://AgileAssets.com) is a leading global provider of SaaS and mobile solutions for transportation asset lifecycle management. From advanced analytics and strategic decision-making to day-to-day maintenance operations, AgileAssets solutions help cities, counties, states, and countries worldwide deliver safer, more reliable road networks and achieve the highest return on infrastructure investments.



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