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Digital West Expands Business Solutions Software Offerings with AdSmart Acquisition

SAN LUIS OBIPSO, CA -- Digital West Networks, Inc., which provides commercial-grade Internet connectivity, colocation and cloud services to businesses, has successfully acquired AdSmart, Inc. AdSmart is a mobile advertising software platform for franchise companies that provides advertising solutions on mobile devices within a certain proximity of their local stores, shops or centers.

“This strategic acquisition provides a much needed connection between infrastructure (IT) delivery and the direct business solutions we can provide on our network,” said Tim Williams, CEO of Digital West. “AdSmart and their team bring proven success in building software solutions to meet the needs of large scale, distributed brands as well as small businesses.”

The acquisition marks the expansion of Digital West’s services into digital marketing and business applications that complement its data center and infrastructure offerings. Now, small businesses can get all their IT-related needs met through one, trusted vendor, and enterprise organizations have additional resources to draw upon.

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About Digital West

Digital West delivers fiber optic connectivity, colocation, digital business applications and cloud services to businesses that demand high quality products and outstanding reliability. Based in San Luis Obispo, California, Digital West currently serves an elite 1000+ commercial clients, including carriers and medium-to-large enterprise clients with custom infrastructure needs. www.digitalwest.com

About AdSmart, Inc.

AdSmart is a mobile advertising software platform for franchise companies that enables them to advertise on mobile devices. The AdSmart executive team has worked in the franchise industry for over 12 years building online marketing tools to help franchise companies take advantage of modern opportunities. The company has worked with over 10,000 locations, assisting them with brand compliant digital marketing. www.adsmart.com