

Argent Associates mobilizing the digital landscape

As digitization and mobile connectivity continue to progress, new business models evolve. Argent Associates Inc., and its emphasis on solutions and services over the past 20 years, have also evolved to keep pace and stay ahead of the changing digital landscape. The tech-savvy network systems integration company has transformed its offerings over the past years to mobilize and match the direction of the digital roadmap for the future.

“We have been a strong, solid systems integration company for several years,” said Betty Manetta, CEO of Argent Associates. “But, as the digital landscape has changed, so have we. We understand that being nimble and pivoting to enhance our business solutions and opportunities is critical to the continued growth of our firm. Today, we are helping build agile networks that can scale and grow as digital solutions progress.”

The Argent of today finds itself engaged in various verticals, across numerous industries, that are empowering how we access, connect and experience our world. As an example, Argent worked with partners and a utility client to design and implement a state-of-the-art integrated communications network, allowing the utility to transition from a traditional legacy operation to a smart grid solution. Argent provided scalable communications integrated from the data center all the way through to the smart meter. The client can now maximize service levels, manage security, implement monitoring and management solutions, and meet regulatory requirements. Customers today want to experience the same quality connections and streaming whether at home, work or in their vehicle. They want to be able to access information, analyze situations and make decisions based upon real-time input.

Argent is helping to make buildings, arenas, street kiosks, street lights and

rural locations smarter. With distributive antennas placed in buildings and sports arenas, wireless connectivity can be deployed throughout a campus or arena cost effectively. LED street lighting systems with sensors and cameras can be used to control energy and monitor the safety of the environment. Argent is also working with partners to deploy remote diagnostic monitoring and tools so that patients in rural and/or remote areas can have the same health care considerations as urban areas. In addition, the Argent warehousing/logistics division continues to utilize technology to assist its clients in making smarter distribution and inventory decisions. Argent’s innovative GPS/environmental parts tracking allows clients to not only track parts, but to evaluate and track the climate/environment as the parts traverse the supply chain. (Think a biometric device for your parts container!)

Connectivity possibilities and data gathering, storage and analysis are endless. Argent has positioned itself and its solutions to help their clients build competitive, scalable solutions that generate revenue, improve the customer experience and control the costs of connectivity.

But, Manetta will quickly tell you the success of her companies (she also owns Asociar LLC, a global network integration company), is dependent upon uplifting others in the process. Manetta’s commitment to underserved communities, ethnicities and women is a hallmark of her success. She has received numerous awards for her efforts and works tirelessly on several key boards focused on women, STEAM [Science, Technology, Engineering, Arts and Math], minority-owned business and next-generation entrepreneurs.

“Inclusion is the smart thing to do,” Manetta said. For additional information about Argent Associates and its digital transforming solutions, visit www.argentassociates.com. ■



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