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### Trend Spotting

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#### Self-Healing PC

Tampa's Persysent Technologies, developer of an automated PC recovery solution, changed its name to Persysent Software and released a new product.

Mary Maloney, chief marketing officer, says the name change is part of a dynamic new brand identity designed to reflect the company's focus on providing software solutions to a broader market, including its latest product, Persysent SOLO, a high-speed PC recovery product focused on individuals and small businesses.

"Our old name didn't reflect the broader market focus," she says.

Maloney says the company's new SOLO product is ideal for smaller companies not connected to an IT network. It's designed to perform PC repair on demand, in 30 seconds or less. The cost: \$36 per year.

"We are finding large enterprise companies like the idea of purchasing SOLO, too, because many have 'computers in the wild,' or salespeople on the road, and it helps cut down on sales calls in the field. We had a hunch that it would work, but we didn't expect positive feedback so soon," she says.

The 25-employee company ([www.persysent.com](http://www.persysent.com)) is still selling to large businesses. For example, the U.S. Postal Service is a new customer that's loading the company's Persysent Suite product on all of its computers nationwide, according to Maloney. "We are ending the third quarter as the best in the company's history."

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