

# CoreRFID the leader in asset tracking software sector becomes Comparesoft's latest referral partner.

Submitted by: Comparesoft

Friday, 9 August 2019

---

Comparesoft (<https://www.comparesoft.com>), the AI-driven software recommender that takes the pain out of the B2B software selection process, has revealed that CoreRFID has become their latest referral partner. The move further enhances the degree of choice available to thousands of users of Comparesoft.

By reducing the time it takes for business customers to compare asset management and asset tracking solutions, Comparesoft has revolutionised a process that used to be a significant time drain for companies. Now, it takes just three minutes for businesses to have a shortlist of software solutions at their fingertips, all of which are based on unbiased analysis of the company's needs through a unique combination of artificial and human intelligence.

CoreRFID (<https://www.corefid.com/>), a leader in asset tracking software solutions, is a specialist in radio frequency identification (RFID), the technology at the heart of the Internet of Things. The company develops, delivers, manages and supports RFID-based commercial and industrial systems. It also supplies catalogue and customised RFID hardware devices. These increasingly important services will now be available to Comparesoft's users.

Munzi Ali, CEO of CoreRFID, comments, "We are committed to working with private and public sector enterprises to provide bespoke solutions for each particular workplace. Whether it's a need for implementation and operational guidance, mobile or fixed RFID reader solutions or hardware that comes with a customised, comprehensive support package, we meet every customer's individual requirements. Working in partnership with Comparesoft will enable us to deliver bespoke solutions to business customers across the UK."

Prasanna Kulkarni, Founder and CEO of Comparesoft, comments, "We are delighted to welcome CoreRFID as a referral partner and to put their high-quality RFID solutions to our customers' disposal. As with all Comparesoft referral partners, our rankings will continue to be unaffected by any financial incentive, meaning that we can proudly announce that CoreRFID will be presented as a solution based on individual customers' requirements alone."

The software suggestions that Comparesoft generates are driven by machine learning algorithms and natural language processing. They are tailored to each customer's requirements without any influence from referral fees or other payment types – a refreshingly transparent approach that ensures that Comparesoft and its partners stand out from the crowd. Customers such as Canary Wharf Limited, Deutsche Bank and Transport for London have already benefited from Comparesoft's integrity-driven approach, as the company continues to expand its offering through partnerships such as that with CoreRFID.

For further information, please email [Beth.Taylor@comparesoft.com](mailto:Beth.Taylor@comparesoft.com) or call 020 3963 5379